

## Freeform Search

Database:	US Pre-Grant Publication Full-Text Database
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Term: attraction ADJ model

Display: 10 Documents in Display Format: - Starting with Number 1

Generate: ☐ Hit List ☒ Hit Count ☐ Side by Side ☐ Image

Search Clear Interrupt

### Search History

DATE: Tuesday, January 11, 2005 [Printable Copy](#) [Create Case](#)

Set Name Query  
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result set

DB=PGPB,USPT,USOC; PLUR=YES; OP=OR

L4 attraction ADJ model

10

L4

DB=EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR

L3 attraction ADJ model

1

L3

L2 multiplicative ADJ model

1

L2

DB=PGPB,USPT,USOC; PLUR=YES; OP=OR

L1 multiplicative ADJ model

50

L1

Searched through,  
HWIC & DATE

END OF SEARCH HISTORY

NDR

1/11/2005

# Freeform Search

Database:	US Pre-Grant Publication Full-Text Database
	US Patents Full-Text Database
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## Search History

DATE: Tuesday, January 11, 2005 [Printable Copy](#) [Create Case](#)

<u>Set</u> <u>Name</u>	<u>Query</u>	<u>Hit</u> <u>Count</u>	<u>Set</u> <u>Name</u> result set
side by side			
	DB=EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR		
<u>L9</u>	L8 and L7	5	<u>L9</u>
<u>L8</u>	(evaluat\$4 or judg\$6 or assess\$5) SAME (ad or adverti\$7 or promot\$4 or campaign)	2908	<u>L8</u>
<u>L7</u>	model\$3 SAME market	382	<u>L7</u>
	DB=PGPB,USPT,USOC; PLUR=YES; OP=OR		
<u>L6</u>	L3 and L4	288	<u>L6</u>
<u>L5</u>	L3 SAME L4	39	<u>L5</u>
<u>L4</u>	(evaluat\$4 or judg\$6 or assess\$5) SAME (ad or adverti\$7 or promot\$4 or campaign)	26489	<u>L4</u>
<u>L3</u>	model\$3 SAME market	7480	<u>L3</u>
	DB=PGPB,USPT; PLUR=YES; OP=OR		
<u>L2</u>	(705/10.ccls. or 705/14.ccls.) and @PD>20050108	4	<u>L2</u>
<u>L1</u>	(705/10.ccls. or 705/14.ccls.) and @PD>20040108	878	<u>L1</u>

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END OF SEARCH HISTORY

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File 477:Irish Times 1999-2005/Jan 11  
     (c) 2005 Irish Times  
 File 710:Times/Sun.Times(London) Jun 1988-2005/Jan 10  
     (c) 2005 Times Newspapers  
 File 711:Independent(London) Sep 1988-2005/Jan 11  
     (c) 2005 Newspaper Publ. PLC  
 File 756:Daily/Sunday Telegraph 2000-2005/Jan 11  
     (c) 2005 Telegraph Group  
 File 757:Mirror Publications/Independent Newspapers 2000-2005/Jan 11  
     (c) 2005  
 File 387:The Denver Post 1994-2005/Jan 07  
     (c) 2005 Denver Post  
 File 471:New York Times Fulltext 19802005/Jan 11  
     (c) 2005 The New York Times  
 File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
     (c) 2002 Phoenix Newspapers  
 File 494:St LouisPost-Dispatch 1988-2005/Jan 10  
     (c) 2005 St Louis Post-Dispatch  
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     (c) 2005 Detroit Free Press Inc.  
 File 631:Boston Globe 1980-2005/Jan 09  
     (c) 2005 Boston Globe  
 File 633:Phil.Inquirer 1983-2005/Jan 08  
     (c) 2005 Philadelphia Newspapers Inc  
 File 638:Newsday/New York Newsday 1987-2005/Jan 09  
     (c) 2005 Newsday Inc.  
 File 640:San Francisco Chronicle 1988-2005/Jan 11  
     (c) 2005 Chronicle Publ. Co.  
 File 641:Rocky Mountain News Jun 1989-2005/Jan 11  
     (c) 2005 Scripps Howard News  
 File 702:Miami Herald 1983-2005/Jan 09  
     (c) 2005 The Miami Herald Publishing Co.  
 File 703:USA Today 1989-2005/Jan 10  
     (c) 2005 USA Today  
 File 704:(Portland)The Oregonian 1989-2005/Jan 09  
     (c) 2005 The Oregonian  
 File 713:Atlanta J/Const. 1989-2005/Jan 09  
     (c) 2005 Atlanta Newspapers  
 File 714:(Baltimore) The Sun 1990-2005/Jan 11  
     (c) 2005 Baltimore Sun  
 File 715:Christian Sci.Mon. 1989-2005/Jan 11  
     (c) 2005 Christian Science Monitor  
 File 725:(Cleveland)Plain Dealer Aug 1991-2005/Jan 10  
     (c) 2005 The Plain Dealer  
 File 735:St. Petersburg Times 1989- 2005/Jan 09  
     (c) 2005 St. Petersburg Times

Set	Items	Description
S1	1228	(MULTIPLICATIVE(W)(MODEL OR MODELS)) AND PY<2001
S2	1033	RD (unique items)
S3	140	(ATTRACTION(W)(MODEL OR MODELS)) AND PY<2001
S4	110	RD (unique items)
S5	5	S4 AND S2

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*gdr*

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File 160:Gale Group PROMT(R) 1972-1989  
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File 634:San Jose Mercury Jun 1985-2004/Dec 31  
(c) 2005 San Jose Mercury News

File 148:Gale Group Trade & Industry DB 1976-2005/Jan 11  
(c) 2005 The Gale Group

File 20:Dialog Global Reporter 1997-2005/Jan 11  
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File 434:SciSearch(R) Cited Ref Sci 1974-1989/Dec  
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File 347:JAPIO Nov 1976-2004/Aug(Updated 041203)  
(c) 2004 JPO & JAPIO  
File 348:EUROPEAN PATENTS 1978-2004/Dec W03.  
(c) 2004 European Patent Office  
File 349:PCT FULLTEXT 1979-2002/UB=20041230,UT=20041223  
(c) 2004 WIPO/Univentio  
File 350:Derwent WPIX 1963-2004/UD,UM &UP=200482  
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File 371:French Patents 1961-2002/BOPI 200209  
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(c) format only 2004 The Dialog Corp.  
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(c) 2004 J. Whitaker & Sons Ltd.  
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File 635:Business Dateline(R) 1985-2005/Jan 01  
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File 570:Gale Group MARS(R) 1984-2005/Jan 04  
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File 75:TGG Management Contents(R) 86-2004/Dec W1  
(c) 2004 The Gale Group  
File 990:NewsRoom Current Sep 1 -2005/Jan 03  
(c) 2005 The Dialog Corporation

Set	Items	Description
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S2	48	AU='BOYD D W':AU='BOYD D W P'
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S4	3	AU='BOYD, D'
S5	203	AU='BOYD, D.'
S6	1	AU='BOYD, D. ET AL'
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S16	622	AU='SCHWARZ, H.':AU='SCHWARZ, H. (EDITOR)'
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S21	1	AU='APPS P D R'
S22	2	AU='APPS PHILLIP D R C O MANUGISTICS ATLANTA INC':AU='APPS PHILLIP DAVID REGINALD'
S23	2	AU='APPS, P.'
S24	1	AU='APPS, PHILIP DAVID'
S25	1	AU='APPS, DAVID R., 1962-'
S26	6	AU='NANDIWADA R':AU='NANDIWADA RAVISHANKAR VENKATA'
S27	1	AU='NANDIWADA, RAVISHANKER VENKATA'
S28	3	AU='MONTEIRO B':AU='MONTEIRO B L'
S29	4	AU='MONTEIRO BRIAN':AU='MONTEIRO BRIAN LAWRENCE'
S30	1	AU='MONTEIRO, B.'
S31	2	AU='MONTEIRO, BRIAN LAWRENCE'
S32	9	AU='GUARDINO T':AU='GUARDINO THOMAS EDWARD'
S33	3	AU='GUARDINO, T.':AU='GUARDINO, T.E.'
S34	1	AU='GUARDINO, THOMAS E'
S35	2	AU='GUARDINO, THOMAS, 1953-':AU='GUARDINO, TOM, 1953-'
S36	1431	S1:S35
S37	508	S36 FROM 347,348,349,350,371
S38	14	IC=G06F-017?
S39	14	S37 AND S38
S40	174	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S41	6	S39 AND S40
S42	6	IDPAT (sorted in duplicate/non-duplicate order)
S43	3	IDPAT (primary/non-duplicate records only)
S44	923	S36 NOT S37
S45	110	S40 AND S44
S46	86	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M-

ONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR -  
REDUC? OR HALF) () PRICE? ? OR MERCHANDI?ING

S47	6	S45 AND S46
S48	54	S44 AND S46
S49	6	S47 NOT PY>2000
S50	6	S49 NOT PD=20001116:20050228
S51	6	RD (unique items)
S52	9	S43 OR S51

52/3,K/2 (Item 2 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014687651 \*\*Image available\*\*  
WPI Acc No: 2002-508355/200254  
XRPX Acc No: N02-402322

Promotion pricing system for assessing a product promotional scheme, uses  
a related model to generate promotion price evaluations and  
recommendations

Patent Assignee: MANUGISTICS ATLANTA INC (MANU-N)  
Inventor: APPS P D R ; BALEPUR P N ; BOYD D W ; GUARDINO T E ;  
MONTEIRO B L ; NANDIWADA R V ; SCHWARZ H F  
Number of Countries: 100 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200241219	A1	20020523	WO 2001US43100	A	20011115	200254 B
US 20020123930	A1	20020905	US 2000249057	P	20001115	200260
			US 2001987706	A	20011115	
AU 200219791	A	20020527	AU 200219791	A	20011115	200261
EP 1342199	A1	20030910	EP 2001996818	A	20011115	200367
			WO 2001US43100	A	20011115	

Priority Applications (No Type Date): US 2000249057 P 20001115; US  
2001987706 A 20011115

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200241219	A1	E	66	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

US 20020123930	A1			G06F-017/60	Provisional application US 2000249057
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AU 200219791	A			G06F-017/60	Based on patent WO 200241219
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EP 1342199	A1	E		G06F-017/60	Based on patent WO 200241219
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Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR

Inventor: APPS P D R ...

... BALEPUR P N ...

... BOYD D W ...

... GUARDINO T E ...

... MONTEIRO B L ...

... NANDIWADA R V ...

... SCHWARZ H F

Abstract (Basic):

... and categorizes products into product segments by similar  
behavior, attributes or features (240). Promotion impacting factors  
are determined (250) and a list of target and competing products is  
produced (260), to...

... The pricing system, using its generated market model, is able to  
automatically and accurately forecast the impact of promotions and  
can determine best allocation of promotional expenditure...

International Patent Class (Main): G06F-017/60



52<sup>1</sup>/<sub>3</sub>,K/<sub>3</sub> (Item 3 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
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013556467 \*\*Image available\*\*  
WPI Acc No: 2001-040674/200105  
XRPX Acc No: N01-030339

Target pricing system for obtaining optimum bid value for goods and services, has market response model which computes probability of obtaining optimum price value by designating product value as function of price

Patent Assignee: TALUS SOLUTIONS INC (TALU-N); MANUGISTIC ATLANTA INC (MANU-N)

Inventor: ANDERSON J; BOYD D; COOK G; COOKE M; GORDON M; GUARDINO T; HAAS S ; KOLAMALA A; KRISHNAMURTHY P; MONTEIRO B; NANDIWADA R ; PURANG M; TAI C C; YANG F; TAI C

Number of Countries: 090 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200052605	A1	20000908	WO 2000US5846	A	20000303	200105 B
AU 200036171	A	20000921	AU 200036171	A	20000303	200105
EP 1203311	A1	20020508	EP 2000914835	A	20000303	200238
			WO 2000US5846	A	20000303	
JP 2003525479	W	20030826	JP 2000602958	A	20000303	200357
			WO 2000US5846	A	20000303	

Priority Applications (No Type Date): US 2000178501 P 20000127; US 99122958 P 19990305; US 99123345 P 19990305

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
WO 200052605	A1	E	91	G06F-017/30	

Designated States (National): AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CR CU CZ DE DK DM EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ TZ UG ZW

AU 200036171 A Based on patent WO 200052605

EP 1203311 A1 E G06F-017/30 Based on patent WO 200052605

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT LI LT LU LV MC MK NL PT RO SE SI

JP 2003525479 W 80 G06F-017/60 Based on patent WO 200052605

...Inventor: NANDIWADA R

52/AA,AN,AZ,TI/1 (Item 1 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

015556241

WPI Acc No: 2003-618396/

Statistical market response modeling method for determining the probability of winning a prospective bid to perform services

Local Applications (No Type Date): WO 2003US3004 A 20030203; US 2002352878 P 20020201; US 2002358732 P 20020225; US 2003356717 A 20030203; AU 2003207784 A 20030203; EP 2003706021 A 20030203; WO 2003US3004 A 20030203  
Priority Applications (No Type Date): US 2002358732 P 20020225; US 2002352878 P 20020201; US 2003356717 A 20030203

52/AA,AN,AZ,TI/2 (Item 2 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

014687651

WPI Acc No: 2002-508355/

Promotion pricing system for assessing a product promotional scheme, uses a related model to generate promotion price evaluations and recommendations

Local Applications (No Type Date): WO 2001US43100 A 20011115; US 2000249057 P 20001115; US 2001987706 A 20011115; AU 200219791 A 20011115; EP 2001996818 A 20011115; WO 2001US43100 A 20011115  
Priority Applications (No Type Date): US 2000249057 P 20001115; US 2001987706 A 20011115

52/AA,AN,AZ,TI/3 (Item 3 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

013556467

WPI Acc No: 2001-040674/

Target pricing system for obtaining optimum bid value for goods and services, has market response model which computes probability of obtaining optimum price value by designating product value as function of price

Local Applications (No Type Date): WO 2000US5846 A 20000303; AU 200036171 A 20000303; EP 2000914835 A 20000303; WO 2000US5846 A 20000303; JP 2000602958 A 20000303; WO 2000US5846 A 20000303  
Priority Applications (No Type Date): US 2000178501 P 20000127; US 99122958 P 19990305; US 99123345 P 19990305

52/AA,AN,AZ,TI/4 (Item 1 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts. reserv.

6785675 INSPEC Abstract Number: A2001-02-8280-016

Title: Generation and characterization of ionic and neutral (CH/sub 3/OBH)/sup +./ and (CH/sub 3/BOH)/sup +./ in the gas phase by tandem mass spectrometry

52/AA,AN,AZ,TI/5 (Item 2 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts. reserv.

04388586 INSPEC Abstract Number: A9311-3120-001

Title: The NF/sub 2/H/sup +./ and NH/sub 2/F/sup +./ radical cations: conventional structures or ion-molecule complexes? A GAUSSIAN-1 study

52/AA,AN,AZ,TI/6 (Item 3 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
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03990492 INSPEC Abstract Number: A91137667

Title: Generation and characterization of neutral and cationic  
3-sila-cyclopropenylidene in the gas phase. Description of a new BEBE  
tandem mass spectrometer

52/AA,AN,AZ,TI/7 (Item 4 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

02939597 INSPEC Abstract Number: A87100531

Title: On the mechanism of (C,H/sub 3/,O)/sup ./ loss from ionized methyl  
acetate. An ab initio molecular orbital study

52/AA,AN,AZ,TI/8 (Item 5 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

02571578 INSPEC Abstract Number: A86007977

Title: An ab initio molecular orbital study on rearrangement/fragmentation  
processes of isomeric CH/sub 3/N/sup +/.ions

52/AA,AN,AZ,TI/9 (Item 6 from file: 2)

DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

02538545 INSPEC Abstract Number: A85112621

Title: An SCF-MS-X/sub alpha / study of the bonding and nuclear quadrupole  
coupling in boron trihalides

?show files;ds

File 347:JAPIO Nov 1976-2004/Aug(Updated 041203)

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File 350:Derwent WPIX 1963-2004/UD,UM &UP=200482

(c) 2004 Thomson Derwent

File 371:French Patents 1961-2002/BOPI 200209

(c) 2002 INPI. All rts. reserv.

Set	Items	Description
S1	1890255	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUMER? ?
S2	701514	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S3	1320649	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	684654	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR REDUC? OR HALF) ()PRICE? ? OR MERCHANDISING
S5	1062640	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION
S6	11338	S1(3N)S2
S7	543	S3(10N)S6
S8	4277	S4(5N)S5
S9	0	S7(S)S8
S10	1	S7 AND S8
S11	810	S3(30N)S6
S12	7598	S4(10N)S5
S13	4	S11 AND S12
S14	30	S1(S)S2(S)S3(S)S4(S)S5
S15	305845	IC=G06F-017?
<del>S16</del>	<del>11</del>	<del>S14 AND S15</del>
S17	14	S13 OR S16
S18	14	IDPAT (sorted in duplicate/non-duplicate order)
S19	14	IDPAT (primary/non-duplicate records only)

19/3,K/5 (Item 5 from file: 350)  
DIALOG(R)File 350:Derwent WPIX  
(c) 2004 Thomson Derwent. All rts. reserv.

014687651 \*\*Image available\*\*  
WPI Acc No: 2002-508355/200254  
XRPX Acc No: N02-402322

Promotion pricing system for assessing a product promotional scheme  
, uses a related model to generate promotion price evaluations and  
recommendations

Patent Assignee: MANUGISTICS ATLANTA INC (MANU-N)  
Inventor: APPS P D R; BALEPUR P N; BOYD D W; GUARDINO T E; MONTEIRO B L;  
NANDIWADA R V; SCHWARZ H F  
Number of Countries: 100 Number of Patents: 004

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 200241219	A1	20020523	WO 2001US43100	A	20011115	200254 B
US 20020123930	A1	20020905	US 2000249057	P	20001115	200260
			US 2001987706	A	20011115	
AU 200219791	A	20020527	AU 200219791	A	20011115	200261
EP 1342199	A1	20030910	EP 2001996818	A	20011115	200367
			WO 2001US43100	A	20011115	

Priority Applications (No Type Date): US 2000249057 P 20001115; US  
2001987706 A 20011115

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
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WO 200241219	A1	E	66	G06F-017/60	
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Designated States (National): AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA  
CH CN CO CR CU CZ DE DK DM DZ EC EE ES FI GB GD GE GH GM HR HU ID IL IN  
IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ  
OM PH PL PT RO RU SD SE SG SI SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR  
IE IT KE LS LU MC MW MZ NL OA PT SD SE SL SZ TR TZ UG ZM ZW

US 20020123930	A1			G06F-017/60	Provisional application US 2000249057
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AU 200219791	A			G06F-017/60	Based on patent WO 200241219
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EP 1342199	A1	E		G06F-017/60	Based on patent WO 200241219
------------	----	---	--	-------------	------------------------------

Designated States (Regional): AL AT BE CH CY DE DK ES FI FR GB GR IE IT  
LI LT LU LV MC MK NL PT RO SE SI TR

Promotion pricing system for assessing a product promotional scheme  
, uses a related model to generate promotion price evaluations and  
recommendations

Abstract (Basic):

... and categorizes products into product segments by similar  
behavior, attributes or features (240). Promotion impacting factors  
are determined (250) and a list of target and competing products is  
produced (260), to contribute to the definition of a market model  
created and evaluated by the promotion pricing system.

... For assessing a proposed promotion scheme .

...The pricing system, using its generated market model , is able to  
automatically and accurately forecast the impact of promotions and  
can determine best allocation of promotional expenditure

19/3,K/10 (Item 10 from file: 347)  
DIALOG(R)File 347:JAPIO  
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07205697 \*\*Image available\*\*  
INCENTIVE SETTING DEVICE AND SALES PROMOTION SUPPORT SYSTEM

PUB. NO.: 2002-074129 [JP 2002074129 A]  
PUBLISHED: March 15, 2002 (20020315)  
INVENTOR(s): SAKAMOTO TOSHIO  
APPLICANT(s): DAINIPPON PRINTING CO LTD  
APPL. NO.: 2000-258787 [JP 2000258787]  
FILED: August 29, 2000 (20000829)

INTL CLASS: G06F-017/60

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a **sales promotion** support system which can set coupon **discount** rate based on the purchase **history** of an individual member and effectively gives an **incentive** to perform **sales promotion** to customers by issuing any among a coupon of individual correspondence, a coupon for sponsor company providing merchandise and a coupon by the **intention** of a store or combining the coupons in a balanced manner.

SOLUTION: This **sales promotion** support system is provided with a customer database 30 provided with the purchase **history** data of member customers, merchandise master data and customer master data, a customer segmenting means 15 for segmenting the member customers according to past purchase results, an **incentive** setting means 17 for setting an **incentive** while differentiating the **incentive** in each customer segment and **estimating sales promotion** expenses by the setting, and an individual correspondence coupon setting means 12 for **analyzing** a merchandise support rate in each customer and setting the coupon for merchandise whose **demand** is predicted as high to the customer as an **incentive**, and includes an **incentive** setting device 10 that can set what **discount** rate at which the merchandise **discount** coupon is given to each customer.

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19/3,K/11 (Item 11 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2004 JPO & JAPIO. All rts. reserv.

07205516 \*\*Image available\*\*  
METHOD AND DEVICE FOR SUPPORTING SALE PROMOTION

PUB. NO.: 2002-073946 [JP 2002073946 A]  
PUBLISHED: March 12, 2002 (20020312)  
INVENTOR(s): IKEDA YASUHIRO  
APPLICANT(s): IKEDA KEIEI DESIGN KENKYUSHO KK  
APPL. NO.: 2000-259300 [JP 2000259300]  
FILED: August 29, 2000 (20000829)

INTL CLASS: G06F-017/60 ; G06F-017/30

#### ABSTRACT

PROBLEM TO BE SOLVED: To provide a method and device for supporting **sales promotion** making it possible to maintain **retailing** by enabling detailed **sales promotion** suited for each individual customer.

SOLUTION: A certain **commercial** area is set and a list of target customers within the area including **future** customers is registered in a customer database 10. The shopping data of all the target customers are registered in a shopping **history** database 12, and the data registered in the customer database 10 and the shopping **history** database 12 are **analyzed** to segment the customers into some groups, with this segmentation data retained. A **plan** of **sales promotion** for promoting visits to stores is extracted according to the groups into which the customers...

19/3,K/14 (Item 14 from file: 347)  
DIALOG(R)File 347:JAPIO  
(c) 2004 JPO & JAPIO. All rts. reserv.

04159534 \*\*Image available\*\*  
METHOD AND SYSTEM FOR SUPPORTING SALES PLANNING

PUB. NO.: 05-151234 [JP 5151234 A]  
PUBLISHED: June 18, 1993 (19930618)  
INVENTOR(s): NAKADA HIDEKI  
TENMA TADASHI  
MAEDA MIYUKI  
KAGOSHIMA SHUNICHI  
SUGIE HIROYUKI  
APPLICANT(s): HITACHI LTD [000510] (A Japanese Company or Corporation), JP  
(Japan)  
APPL. NO.: 03-317640 [JP 91317640]  
FILED: December 02, 1991 (19911202)  
JOURNAL: Section: P, Section No. 1623, Vol. 17, No. 546, Pg. 95,  
September 30, 1993 (19930930)

#### ABSTRACT

...CONSTITUTION: This system is provided with a sales **forecasting** function 11 for **forecasting** the number of items to be sold in a scheduled period and sales strengthening index calculating function 12 for utilizing knowledge (rules) relating to **sales analysis** provided by a **sales** expert and calculating the sales strengthening index (an index indicating the easiness of sales promotion...

... totally evaluating various sales result characteristics as a quantitative value expressing the easiness of sales **promotion**. Since a sales **plan** forecasted result display function 13 displays a sales forecasting result by an effective format for...

19/AN,AZ,TI/1 (Item 1 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

016483924

Determination of cost reduction in procurement transaction involves  
determining cost reduction value based on baseline reference, negotiated  
procurement transaction, and actual procurement transaction data fields  
Local Applications (No Type Date): US 2003373312 A 20030224  
Priority Applications (No Type Date): US 2003373312 A 20030224

19/AN,AZ,TI/2 (Item 2 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

016441832

Sales -rental-lease promotion system for cash register, analyses  
individual service and usage details from each cash register along with  
various factors to decide suitable transaction plan  
Local Applications (No Type Date): JP 200368878 A 20030205  
Priority Applications (No Type Date): JP 200368878 A 20030205

19/AN,AZ,TI/3 (Item 3 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

015251089

Purchase transaction incentives provision method for steering retail  
customers, involves providing incentive to customers to make purchase  
based on stored transaction data and ID code of financial product  
Local Applications (No Type Date): US 2001897901 A 20010705; WO 2002US19802  
A 20020705; EP 2002746627 A 20020705; WO 2002US19802 A 20020705; AU  
2002316334 A 20020705  
Priority Applications (No Type Date): US 2001897901 A 20010705

19/AN,AZ,TI/4 (Item 4 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

015012999

Method for transacting trade through real time video conference  
Local Applications (No Type Date): KR 20011466 A 20010110  
Priority Applications (No Type Date): KR 20011466 A 20010110

19/AN,AZ,TI/5 (Item 5 from file: 350)  
DIALOG(R)File 350:(c) 2004 Thomson Derwent. All rts. reserv.

014687651

Promotion pricing system for assessing a product promotional scheme  
, uses a related model to generate promotion price evaluations and  
recommendations  
Local Applications (No Type Date): WO 2001US43100 A 20011115; US 2000249057  
P 20001115; US 2001987706 A 20011115; AU 200219791 A 20011115; EP  
2001996818 A 20011115; WO 2001US43100 A 20011115  
Priority Applications (No Type Date): US 2000249057 P 20001115; US  
2001987706 A 20011115

19/AN,AZ,TI/6 (Item 6 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

08100724

METHOD FOR PROVIDING CRM (CUSTOMER RELATIONSHIP MANAGEMENT) SERVICE IN  
ELECTRIC APPLIANCE



APPL. NO.: 2003-001492 [JP 20031492]

19/AN,AZ,TI/7 (Item 7 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07909087  
NON-CONTACT IC CARD UTILIZING SYSTEM

APPL. NO.: 2002-178979 [JP 2002178979]

19/AN,AZ,TI/8 (Item 8 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07693273  
ELECTRONIC SHOPPING SYSTEM

APPL. NO.: 2001-387908 [JP 2001387908]

19/AN,AZ,TI/9 (Item 9 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07391204  
INSURANCE BUSINESS SUPPORTING SYSTEM, INSURANCE BUSINESS SUPPORTING METHOD,  
AND RECORDING MEDIUM

APPL. NO.: 2001-058122 [JP 200158122]

19/AN,AZ,TI/10 (Item 10 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07205697  
INCENTIVE SETTING DEVICE AND SALES PROMOTION SUPPORT SYSTEM

APPL. NO.: 2000-258787 [JP 2000258787]

19/AN,AZ,TI/11 (Item 11 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

07205516  
METHOD AND DEVICE FOR SUPPORTING SALE PROMOTION

APPL. NO.: 2000-259300 [JP 2000259300]

19/AN,AZ,TI/12 (Item 12 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

06417835  
PERSONAL MERCHANDISING SYSTEM

APPL. NO.: 10-168038 [JP 98168038]

19/AN,AZ,TI/13 (Item 13 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

06411898  
REAL-TIME COMMODITY ANALYSIS AND INDIVIDUAL INFORMATION PROVISION SYSTEM,  
AND COUPON INFORMATION PROVISION SYSTEM

APPL. NO.: 10-160208 [JP 98160208]

19/AN,AZ,TI/14 (Item 14 from file: 347)  
DIALOG(R)File 347:(c) 2004 JPO & JAPIO. All rts. reserv.

04159534  
METHOD AND SYSTEM FOR SUPPORTING SALES PLANNING

APPL. NO.: 03-317640 [JP 91317640]

?show files;ds

File 348:EUROPEAN PATENTS 1978-2004/Dec W03

(c) 2004 European Patent Office

File 349:PCT FULLTEXT 1979-2002/UB=20041230,UT=20041223

(c) 2004 WIPO/Univentio

Set	Items	Description
S1	841707	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUME- R? ?
S2	767905	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S3	1291933	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (T- RANSACTION OR MULTIPLICATIVE) () (DATA OR INFORMATION OR MODEL?- ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	573624	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M- ONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) ()PRICE? ? OR MERCHANDI?ING
S5	1214750	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INT- ENDED OR INTENTION
S6	54422	S1(3N)S2
S7	2862	S3(10N)S6
S8	11832	S4(5N)S5
S9	39	S7(S)S8
S10	48387	IC=G06F-017?
S11	22	S9 AND S10
S12	22	IDPAT (sorted in duplicate/non-duplicate order)
S13	22	IDPAT (primary/non-duplicate records only)

13/3,K/3' (Item 3 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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01149030

**MARKETING FORECASTING TOOL USING ECONOMETRIC MODELING**  
**INSTRUMENT DE PREVISION DE MARKETING UTILISANT LA MODELISATION**  
**ECONOMETRIQUE**

Patent Applicant/Assignee:

ACCENTURE GLOBAL SERVICES GMBH, Geschäftshaus Herrenacker 15, CH-8200  
Schaffhausen, CH, CH (Residence), CH (Nationality)

Inventor(s):

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LOEFFLER Christoph R, 510 East 5th Street, Apt. 11, New York, NY 10009,  
US,

Legal Representative:

KELTIE David Arthur (et al) (agent), David Keltie Associates, Fleet Place  
House, 2 Fleet Place, London EC4M 7ET, GB,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200470502 A2 20040819 (WO 0470502)  
Application: WO 2004IB2069 20040130 (PCT/WO IB04002069)  
Priority Application: US 2003443923 20030130

Designated States:

(All protection types applied unless otherwise stated - for applications  
2004+)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM  
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NA NI NO NZ OM PG PH PL PT RO  
RU SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG US UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 2712

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... demand, retail-load adjustments, and shipments. The invention includes  
a customized software tool that assists **businesses** to **analyze** the  
impact of **marketing** activities on **future** sales by **forecasting**  
consumer **demand**, retail-load adjustments, and shipments for a  
particular product or service based upon past results...

...plan using econometric modeling. The tool applies dynamic regression, or  
other econometric modeling techniques to **analyze historical**  
**marketing** spend data and **historical** sales data to calculate the  
quantifiable impact of each marketing element on consumer demand and  
retail load adjustments. The elements of the marketing **plan** may include  
**promotions**, advertising, points of distribution, product changes, etc.  
that may be offered to consumers. By forecasting...

...demand and shipments whereby a one (1) percent increase in spending on  
promotions may increase **demand** for the product by twelve (12) percent.  
Using what-if **analysis**, the **business** may decide how to shift more  
dollars in the marketing **plan** to **promotional** spending from the other  
marketing elements.

The marketing plan may be executed, step I IO...

13/3,K/4 (Item 4 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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01127283 \*\*Image available\*\*

**CONFIGURABLE PRICING OPTIMIZATION SYSTEM**  
**SYSTEME D'OPTIMISATION DES PRIX CONFIGURABLE**

Patent Applicant/Assignee:

MANUGISTICS ATLANTA INC, 9715 Key West Avenue, Rockville, MD 20850, US,  
US (Residence), US (Nationality)

Inventor(s):

COOKE Mark, Manugistics Atlanta, Inc., Overlook II, Suite 1000, 2839  
Paces Ferry Road, SE, Atlanta, GA 30339, US,

Legal Representative:

CROWSON Celine Jimenez (et al) (agent), Hogan & Hartson L.L.P., 555  
Thirteenth Street, N.W., Washington, DC 20004, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200449125 A2-A3 20040610 (WO 0449125)

Application: WO 2003US37601 20031126 (PCT/WO US03037601)

Priority Application: US 2002428912 20021126

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BW BY BZ CA CH CN CO CR CU CZ DE DK DM  
DZ EC EE EG ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC  
LK LR LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PG PH PL PT RO RU  
SC SD SE SG SK SL SY TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW  
(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR  
(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG  
(AP) BW GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW  
(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 19139

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... promotion pricing system of the present invention enables the user to  
determine the impact of **proposed promotions** before committing to the  
**promotion**. Using **historical** data and statistically derived **market**  
response **models**, the promotion pricing system tests promotional  
scenarios and **forecasts** the results. The user can then determine how  
much each **proposed promotion** will affect revenues, profits, and sales  
volumes; how much each promotion will reduce on-hand...

...a user may employ the present invention to evaluate historical data to  
determine a more **ideal promotional strategy** to accomplish various  
business goals, such as increasing total sales volumes or increasing  
sales in certain desired market segments. The **promotion** pricing system  
functions to either **propose a promotional strategy** or to evaluate  
the expected effect of a promotional policy provided by the user. The...

...market) and demanders (i.e., consumers). The promotion pricing system 1  
00 then looks to **historical** market data to create a **market model**  
which may be used to determine various information, such as profit or  
sales maximizing conditions...

...guide the I O data analysis. For instance, the CM 700 may use either a  
**multiplicative model** that measures **market** share or sales volumes.  
Alternatively, the CM 700 may use an attraction model that measures...

...described below, the EM 800 uses the values for the dependent variables to access various **promotional planning schemes**. The operation of the CM 700 varies according to the model selected by the CSM...  
...I C).

As can be seen from equations 1A-1C, the dependent variable in the **multiplicative model** is either **sales** volume or market share. The use of sales volume as the dependent variable raises concerns...

...instance, the sales volumes of many products are higher during the Christmas season regardless of **promotion schemes**. Furthermore, the elasticity in the multiplicative model is equal to P and is constant over  
...

13/3,K/5 (Item 5 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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01075216 \*\*Image available\*\*

#### MARKDOWN MANAGEMENT

#### GESTION DE DEMARQUAGE

Patent Applicant/Assignee:

PROFITLOGIC INC, 25 First Street, Third Floor, Cambridge, MA 02141, US,  
US (Residence), US (Nationality)

Inventor(s):

WOO Jonathan W, 101 Monmouth Street #202, Brookline, MA 02446, US,

Legal Representative:

POWSNER David J (et al) (agent), Nutter, McClennen & Fish LLP, World  
Trade Center West, 155 Seaport Boulevard, Boston, MA 02110-2604, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 2003105053 A1 20031218 (WO 03105053)

Application: WO 2003US17803 20030606 (PCT/WO US0317803)

Priority Application: US 2002165041 20020607

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ

EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR

LS LT LU LV MA MD MG MK MN MW MX MZ NI NO NZ OM PH PL PT RO RU SC SD SE

SG SK SL TJ TM TN TR TT TZ UA UG UZ VC VN YU ZA ZM ZW

(EP) AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HU IE IT LU MC NL PT RO SE  
SI SK TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 4089

Main International Patent Class: G06F-017/60

Fulltext Availability:

Claims

Claim

... of claim 1 in which

2 using the maximum possible gross margin includes

3 analyzing **proposed markdown** scenarios to identify an optimal

4 scenario that approaches as closely as possible to the...

...using a relationship of new

7 sales rate to historical sales rate, historical price, and **historical**

8 inventory, the relationship not being dependent on a **model** of **sales**

9 **demand**,

1' 0 for subsequent weeks, repeating the selling price  
1 1 determination and the unit...

13/3,K/6 (Item 6 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
(c) 2004 WIPO/Univentio. All rts. reserv.

00971320 \*\*Image available\*\*

**INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION**  
**INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES**

Patent Applicant/Assignee:

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(Residence), US (Nationality), (For all designated states except: US)

Patent Applicant/Inventor:

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(Residence), US (Nationality), (Designated only for: US)

NEAL Michael, 2745 Lake Street, San Francisco, CA 94121, US, US  
(Residence), US (Nationality), (Designated only for: US)

Legal Representative:

HUFFMAN James W (agent), Huffman Law Group, 1832 N. Cascade Avenue,  
Colorado Springs, CO 80907, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200301321 A2-A3 20030103 (WO 0301321)

Application: WO 2002US14977 20020425 (PCT/WO US0214977)

Priority Application: US 2001849448 20010504

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI  
SK SL TJ TM TN TR TT TZ UA UG US UZ VN YU ZA ZM ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

Publication Language: English

Filing Language: English

Fulltext Word Count: 9591

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Claims

English Abstract

An apparatus and method are provided for determining an optimum  
**promotion plan** for **merchandising** of products for sale. The apparatus  
includes a scenario/results processor (233) than enables a user to  
prescribe an optimization scenario, and that presents the optimum  
**promotion plan** to the user, where the optimum **promotion plan** is  
determined by execution of the optimization scenario, and where the  
optimum **promotion plan** is determined based upon **estimated product**  
**demand** and calculated activity based costs. The scenario/results  
processor has an input/output processor (404...

...acquisition of the data and the distribution of the optimization results  
in accordance with a **promotion plan** optimization procedure.

Detailed Description

... indicates that consumer demand for the product is very susceptible to  
small price variations.

100071 **Demand models** are used by **product** category mangers as  
stand-alone models, or as ...provided by the category manager for a  
product or group of products and establishes an **promotion scheme** for  
the product or group of products based partially upon the price

elasticity of the...with the products.

[00131 In one embodiment, an apparatus is provided for determining an optimum **promotion plan** for **merchandising** of products for sale. The apparatus includes a scenario/results processor that enables a user to prescribe an optimization scenario, and that presents the optimum **promotion plan** to the user, where the optimum **promotion plan** is determined by execution of the optimization scenario, and where the optimum **promotion plan** is determined

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based upon **estimated product demand** and calculated activity based costs. The scenario/results processor has an input/output processor and ...acquisition of the data and the distribution of the optimization results in accordance with a **promotion plan** optimization procedure.

[00141 One aspect of the present invention features a method for providing an interface to an apparatus for optimizing a **promotion plan** for **merchandising** products. the method includes utilizing a computer-based scenario/results processor within an optimization server ...to a user, whereby the user specifies an optimization scenario, the optimization server optimizing the **promotion plan** according to **modeled market demand** for the products and calculated **demand** chain costs for the products; and generating a plurality of optimization results templates and providing...234 executes the optimization scenario that clients configure using the scenario/results processor 233. Using **estimated sales** and **market** share data provided by the **demand** engine 236, along with fixed and variable activity based costs calculated by the activity based...minimum turnover or minimum gross profit. Example options for figure of merit selection in a **promotion plan** optimization embodiment include net profit, volume, and revenue.  
[00541 The results of an executed optimization...

#### Claim

1 An apparatus for determining an optimum **promotion plan** for **merchandising** of products for sale, comprising:  
a scenario/results processor, configured to enable a user to prescribe an optimization scenario, and configured to present the optimum **promotion plan** to said user,  
wherein the optimum **promotion plan** is determined by execution of said optimization scenario, and wherein the optimum **promotion plan** is determined based upon **estimated product demand** and calculated activity based costs, said  
scenario/results processor comprising:  
an input/output processor, configured...acquisition of said data and the distribution of said  
optimization results in accordance with a **promotion plan** optimization procedure.

2 The apparatus as recited in claim 1, wherein said data is acquired...presented graphically.

18 A method for providing an interface to an apparatus for optimizing a **promotion plan** for **merchandising** products, comprising:  
utilizing a computer-based ...to a user, whereby the user specifies an optimization scenario, the optimization server optimizing the **promotion plan** according to **modeled market demand** for the products and calculated **demand** chain costs for the products; and  
generating a plurality of optimization results templates and providing...



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00907112 \*\*Image available\*\*

**PROMOTION PRICING SYSTEM AND METHOD**

**SYSTEME ET PROCEDE D'EVALUATION D'UN PRIX PROMOTIONNEL**

Patent Applicant/Assignee:

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200241219 A1 20020523 (WO 0241219)

Application: WO 2001US43100 20011115 (PCT/WO US0143100)

Priority Application: US 2000249057 20001115

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CO CR CU CZ DE DK DM DZ  
EC EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR  
LS LT LU LV MA MD MG MK MN MW MX MZ NO NZ OM PH PL PT RO RU SD SE SG SI  
SK SL TJ TM TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GQ GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZM ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 13839

Main International Patent Class: **G06F-017/60**

Fulltext Availability:

Detailed Description

Claims

Detailed Description

... promotion pricing system of the present invention enables the user to  
determine the impact of **proposed promotions** before committing to the  
**promotion**. Using **historical** data and statistically derived **market**  
**response models**, the promotion pricing system tests promotional  
scenarios and **forecasts** the results. The user can then determine how  
much each **proposed promotion** will affect revenues, profits, and sales  
volumes; how much each promotion will reduce on-hand...such as increasing  
total sales volumes or increasing sales in certain desired market  
segments.

The **promotion** pricing system functions to either **propose** a  
**promotional strategy** or to evaluate the expected effect of a  
promotional policy provided by the user. The...

...the market) and demanders (i.e., consumers). The promotion pricing  
system 100 then looks to **historical** market data

to create a **market model** which may be used to determine various information, such as profit or sales maximizing sales...As can be seen from equations 1 A- 1 C, the dependant variable in the **multiplicative model** is either **sales volume** or **market share**. The use of sales volume as the dependent variable raises concerns...

...instance, the sales volumes of many products are higher during the Christmas season regardless of **promotion schemes**. Furthermore, the elasticity in the multiplicative model is equal to 0 and is constant over ...

#### Claim

1 . A method for evaluating a **promotion scheme** for a product, the method comprising the steps of.  
creating a **model** of a **market** for the product;  
collecting **historical transaction data** related to the **product** in the **market**; **analyzing** the **historical data** and the **model** to determine a utility of the product without the **promotion scheme**; and  
estimating the change in utility of the product from the **promotion scheme**.

2 The method of claim 1, wherein the utility of the product is determined through...

...a driving factor in sales of the product;  
determining a future change to the driving **factor** caused by the **promotion scheme**;  
during the **analyzing** step, correlating the **sales trends** of the product and **historical** changes in the driving **factor**; and  
estimating a future change in sales of the product by associating the future change...

...embodying a program of instructions executable by a machine to perform method steps creating a **model** of a **market** for the product; collecting **historical transaction data** related to the **product** in the **market**; **analyzing** the **historical data** and the **model** to determine a utility of the product

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without the **promotion scheme**; and estimating a change in utility of the product from the **promotion scheme**, whereby the method step of estimating uses either a multiplicative or an attraction model.

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13/3,K/11 (Item 11 from file: 349)  
DIALOG(R)File 349:PCT FULLTEXT  
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00826131 \*\*Image available\*\*

#### MERCHANDISING AND MARKETING SYSTEMS AND PROCESSES SYSTEMES ET PROCEDES DE COMMERCIALISATION ET DE MARKETING

Patent Applicant/Assignee:

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(Nationality)

QUARK MEDIA HOUSE SARL, Puets-Godeet 6a, CH-2000 Neuchatel, CH, CH  
(Residence), CH (Nationality)

Inventor(s):

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Legal Representative:

WEBB Glenn L (agent), PO Box 951, Conifer, CO 80433, US,

Patent and Priority Information (Country, Number, Date):

Patent: WO 200159674 A1 20010816 (WO 0159674)  
Application: WO 2001US4371 20010209 (PCT/WO US0104371)  
Priority Application: US 2000181237 20000209

Designated States:

(Protection type is "patent" unless otherwise stated - for applications prior to 2004)

AE AG AL AM AT AU AZ BA BB BG BR BY BZ CA CH CN CR CU CZ DE DK DM DZ EE  
ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT  
LU LV MA MD MG MK MN MW MX MZ NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM  
TR TT TZ UA UG UZ VN YU ZA ZW

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE TR

(OA) BF BJ CF CG CI CM GA GN GW ML MR NE SN TD TG

(AP) GH GM KE LS MW MZ SD SL SZ TZ UG ZW

(EA) AM AZ BY KG KZ MD RU TJ TM

Publication Language: English

Filing Language: English

Fulltext Word Count: 5594

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... generation of business metrics,

17

such as automatic square inch calculations enhances efficient and powerful **business analysis**. The data **analysis** and decision support tools enable the users to examine **historical** and real-time sales data from prior and current **promotions**.

The innovative merchandise assortment **planning** tool speeds up the creating of promotions. These and the other tools and features discussed

...

13/3,K/18 (Item 18 from file: 349)

DIALOG(R)File 349:PCT FULLTEXT

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00781864

STRUCTURE AND METHOD OF MODELING INTEGRATED BUSINESS AND INFORMATION  
TECHNOLOGY FRAMEWORKS AND ARCHITECTURE IN SUPPORT OF A BUSINESS

STRUCTURE ET PROCEDE DE MODELISATION D'AFFAIRES ET DE CADRES DE GESTION DE  
L'INFORMATION INTEGRES, ET ARCHITECTURE DE SUPPORT D'AFFAIRES

Patent Applicant/Assignee:

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Inventor(s):

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Patent and Priority Information (Country, Number, Date):

Patent: WO 200114998 A2 20010301 (WO 0114998)

Application: WO 2000US22586 20000817 (PCT/WO US0022586)

Priority Application: US 99378514 19990820

Designated States:

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AU BR CA CN JP KR MX NZ

(EP) AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Filing Language: English

Fulltext Word Count: 22490

Main International Patent Class: G06F-017/60

Fulltext Availability:

Detailed Description

Detailed Description

... Principles

Financial Strategy

Business Transformation Plan

Product Plan

Organization Plan

Financial Plan

Marketing Plan.

External factors , drivers

Industry trends and "best practices"

Market analysis

Competitive analysis

Performance gaps

Brand positioning and Identity

Advertising and Promotion

IT Plan

Business Context

Enterprise IT Architecture(s)

Technology Policies

Transition Plan

Dependencies.

Strategic Business Plan.

Business...

13/3,K/22 (Item 22 from file: 349)

DIALOG(R)File 349:PCT.FULLTEXT

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00496126 \*\*Image available\*\*

METHOD AND SYSTEM FOR COLLECTING AND PROCESSING MARKETING DATA

METHODE ET SYSTEME DE COLLECTE ET DE TRAITEMENT DE DONNEES DE  
COMMERCIALISATION

Patent Applicant/Assignee:

RIORDAN John,

MOREHOUSE Bruce,

Inventor(s):

RIORDAN John,

MOREHOUSE Bruce,

Patent and Priority Information (Country, Number, Date):

Patent: WO 9927478 A1 19990603

Application: WO 98US24893 19981118 (PCT/WO US9824893)

Priority Application: US 97977479 19971124

Designated States:

(Protection type is "patent" unless otherwise stated - for applications  
prior to 2004)

AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH

GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW

MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW GH

GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH CY DE DK ES

FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN GW ML MR NE SN

TD TG

Publication Language: English

Fulltext Word Count: 5763

Main International Patent Class: G06F-017/60

Fulltext Availability:  
Detailed Description

Detailed Description

... Invention

The invention relates to a system and method for collecting and processing marketing data.

**Background of the Invention**

**Market research** is an important **business** tool which permits manufacturers, retailers, financial institutions, and others to cost-effectively target their...

...sales

activities and efficiently reach potential customers. These organizations rely heavily on market data in **planning** new products, sales **strategies** and **promotions**, and when making a variety of other sales and marketing related business decisions.

In the...

13/AN,AZ,TI/1 (Item 1 from file: 348)  
DIALOG(R)File 348:(c) 2004 European Patent Office. All rts. reserv.

01466724

Online order-placement and reception processing method and system  
Verfahren und System zur online-Bestellungsaufgabe und Empfangsverarbeitung  
Systeme et methode de traitement en ligne d'ordres de commande et de leur  
reception

APPLICATION (CC, No, Date): EP 2002005471 020309;  
PRIORITY (CC, No, Date): JP 200168441 010312

13/AN,AZ,TI/2 (Item 2 from file: 348)  
DIALOG(R)File 348:(c) 2004 European Patent Office. All rts. reserv.

00831894

Decision support system for the management of an agile supply chain  
System zur Entscheidungsunterstützung für das Management einer flinken  
Versorgungskette  
Systeme d'aide de decision pour la gestion d'une chaine de l'alimentation  
agile

APPLICATION (CC, No, Date): EP 96202971 961024;  
PRIORITY (CC, No, Date): US 5860 951026; US 8101 951030; US 12327 960227;  
US 22787 960730

13/AN,AZ,TI/3 (Item 3 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

01149030

MARKETING FORECASTING TOOL USING ECONOMETRIC MODELING  
INSTRUMENT DE PREVISION DE MARKETING UTILISANT LA MODELISATION  
ECONOMETRIQUE

Application: WO 2004IB2069 20040130 (PCT/WO IB04002069)

13/AN,AZ,TI/4 (Item 4 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

01127283

CONFIGURABLE PRICING OPTIMIZATION SYSTEM  
SYSTEME D'OPTIMISATION DES PRIX CONFIGURABLE

Application: WO 2003US37601 20031126 (PCT/WO US03037601)

13/AN,AZ,TI/5 (Item 5 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

01075216

MARKDOWN MANAGEMENT  
GESTION DE DEMARQUAGE

Application: WO 2003US17803 20030606 (PCT/WO US0317803)

13/AN,AZ,TI/6 (Item 6 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00971320

INTERFACE FOR MERCHANDISE PROMOTION OPTIMIZATION  
INTERFACE D'OPTIMISATION POUR LA PROMOTION DE MARCHANDISES

Application: WO 2002US14977 20020425 (PCT/WO US0214977)

13/AN,AZ,TI/7 (Item 7 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00943767  
SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR A SUPPLY CHAIN MANAGEMENT  
SYSTEME, PROCEDE ET PRODUIT PROGRAMME INFORMATIQUE CONCUS POUR UNE GESTION  
DE CHAINE D'APPROVISIONNEMENT  
Application: WO 2002US8287 20020319 (PCT/WO US02008287)

13/AN,AZ,TI/8 (Item 8 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00907112  
PROMOTION PRICING SYSTEM AND METHOD  
SYSTEME ET PROCEDE D'EVALUATION D'UN PRIX PROMOTIONNEL  
Application: WO 2001US43100 20011115 (PCT/WO US0143100)

13/AN,AZ,TI/9 (Item 9 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00903169  
SYSTEM AND METHOD FOR COLLABORATIVE ORDER FULFILLMENT  
SYSTEME ET PROCEDE DE TRAITEMENT DE COMMANDE CONCERTEE  
Application: WO 2001US50706 20011019 (PCT/WO US0150706)

13/AN,AZ,TI/10 (Item 10 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00834641  
DISAGGREGATED DATABASES FOR TRACKING CONSUMER PURCHASING DATA  
BASES DE DONNEES DISSOCIEES PERMETTANT DE SUIVRE LES DONNEES D'ACHAT D'UN  
CONSOMMATEUR  
Application: WO 2001US40207 20010301 (PCT/WO US0140207)

13/AN,AZ,TI/11 (Item 11 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00826131  
MERCHANDISING AND MARKETING SYSTEMS AND PROCESSES  
SYSTEMES ET PROCEDES DE COMMERCIALISATION ET DE MARKETING  
Application: WO 2001US4371 20010209 (PCT/WO US0104371)

13/AN,AZ,TI/12 (Item 12 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00814145  
A METHOD FOR EXECUTING A NETWORK-BASED CREDIT APPLICATION PROCESS  
PROCEDE DE MISE EN OEUVRE D'UN PROCESSUS DE DEMANDE DE CREDIT EN RESEAU  
Application: WO 2000US35216 20001222 (PCT/WO US0035216)

13/AN,AZ,TI/13 (Item 13 from file: 349)  
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00814140  
A METHOD FOR A VIRTUAL TRADE FINANCIAL FRAMEWORK  
PROCEDE DESTINE A UN SCHEMA FINANCIER DE COMMERCE VIRTUEL  
Application: WO 2000US35429 20001222 (PCT/WO US0035429)

13/AN,AZ,TI/14 (Item 14 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00806392

TECHNOLOGY SHARING DURING ASSET MANAGEMENT AND ASSET TRACKING IN A  
NETWORK-BASED SUPPLY CHAIN ENVIRONMENT AND METHOD THEREOF  
PARTAGE TECHNOLOGIQUE LORS DE LA GESTION ET DU SUIVI DU PARC INFORMATIQUE  
DANS UN ENVIRONNEMENT DU TYPE CHAINE D'APPROVISIONNEMENT RESEAUTE, ET  
PROCEDE ASSOCIE

Application: WO 2000US32310 20001122 (PCT/WO US0032310)

13/AN,AZ,TI/15 (Item 15 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00806384

NETWORK AND LIFE CYCLE ASSET MANAGEMENT IN AN E-COMMERCE ENVIRONMENT AND  
METHOD THEREOF  
GESTION D'ACTIFS DURANT LE CYCLE DE VIE ET EN RESEAU DANS UN ENVIRONNEMENT  
DE COMMERCE ELECTRONIQUE ET PROCEDE ASSOCIE

Application: WO 2000US32324 20001122 (PCT/WO US0032324)

13/AN,AZ,TI/16 (Item 16 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00806383

COLLABORATIVE CAPACITY PLANNING AND REVERSE INVENTORY MANAGEMENT DURING  
DEMAND AND SUPPLY PLANNING IN A NETWORK-BASED SUPPLY CHAIN ENVIRONMENT  
AND METHOD THEREOF  
PLANIFICATION EN COLLABORATION DES CAPACITES ET GESTION ANTICIPEE DES  
STOCKS LORS DE LA PLANIFICATION DE L'OFFRE ET DE LA DEMANDE DANS UN  
ENVIRONNEMENT DE CHAINE D'APPROVISIONNEMENT FONDEE SUR LE RESEAU ET  
PROCEDE ASSOCIE

Application: WO 2000US32309 20001122 (PCT/WO US0032309)

13/AN,AZ,TI/17 (Item 17 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00803948

METHOD OF AND SYSTEM FOR ENABLING BRAND-IMAGE COMMUNICATION BETWEEN VENDORS  
AND CONSUMERS  
PROCEDE ET SYSTEME PERMETTANT DE COMMUNIQUER UNE IMAGE DE MARQUE ENTRE DES  
VENDEURS ET DES CONSOMMATEURS

Application: WO 2000US31757 20001117 (PCT/WO US0031757)

Parent Application/Grant:

Related by Continuation to: US 99441973 19991117 (CIP); US 99447121  
19991122 (CIP); US 99465859 19991217 (CIP); US 2000483105 20000114  
(CIP); US 2000599690 20000622 (CIP); US 2000641908 20000818 (CIP); US  
2000695744 20001024 (CIP)

13/AN,AZ,TI/18 (Item 18 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00781864

STRUCTURE AND METHOD OF MODELING INTEGRATED BUSINESS AND INFORMATION  
TECHNOLOGY FRAMEWORKS AND ARCHITECTURE IN SUPPORT OF A BUSINESS  
STRUCTURE ET PROCEDE DE MODELISATION D'AFFAIRES ET DE CADRES DE GESTION DE  
L'INFORMATION INTEGRES, ET ARCHITECTURE DE SUPPORT D'AFFAIRES

Application: WO 2000US22586 20000817 (PCT/WO US0022586)

13/AN,AZ,TI/19 (Item 19 from file: 349)  
DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.



00777020

A SYSTEM, METHOD AND ARTICLE OF MANUFACTURE FOR RESOURCE ADMINISTRATION IN  
AN E-COMMERCE TECHNICAL ARCHITECTURE

SYSTEME, PROCEDE ET ARTICLE MANUFACTURE POUR L'ADMINISTRATION DE RESSOURCES  
DANS UNE ARCHITECTURE TECHNIQUE DE COMMERCE ELECTRONIQUE

Application: WO 2000US20547 20000728 (PCT/WO US0020547)

13/AN,AZ,TI/20 (Item 20 from file: 349)

DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00761422

BUSINESS ALLIANCE IDENTIFICATION

SYSTEME, PROCEDE ET ARTICLE DE PRODUCTION POUR L'IDENTIFICATION D'ALLIANCES  
COMMERCIALES DANS UN CADRE D'ARCHITECTURE RESEAU

Application: WO 2000US14375 20000524 (PCT/WO US0014375)

13/AN,AZ,TI/21 (Item 21 from file: 349)

DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00757120

LOCATION ENHANCED INFORMATION DELIVERY SYSTEM

SYSTEME AMELIORE DE DISTRIBUTION D'INFORMATIONS DE LOCALISATION

Application: WO 2000US13858 20000519 (PCT/WO US0013858)

13/AN,AZ,TI/22 (Item 22 from file: 349)

DIALOG(R)File 349:(c) 2004 WIPO/Univentio. All rts. reserv.

00496126

METHOD AND SYSTEM FOR COLLECTING AND PROCESSING MARKETING DATA

METHODE ET SYSTEME DE COLLECTE ET DE TRAITEMENT DE DONNEES DE  
COMMERCIALISATION

Application: WO 98US24893 19981118 (PCT/WO US9824893)

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File 2:INSPEC 1969-2004/Dec W2  
(c) 2004 Institution of Electrical Engineers  
File 35:Dissertation Abs Online 1861-2004/Dec  
(c) 2004 ProQuest Info&Learning  
File 65:Inside Conferences 1993-2004/Dec W4  
(c) 2004 BLDSC all rts. reserv.  
File 99:Wilson Appl. Sci & Tech Abs 1983-2004/Nov  
(c) 2004 The HW Wilson Co.  
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File 475:Wall Street Journal Abs 1973-2005/Jan 03  
(c) 2005 The New York Times  
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13  
(c) 2002 The Gale Group

Set	Items	Description
S1	3835026	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUMER? ?
S2	8282666	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S3	3352080	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	756611	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF)()PRICE? ? OR MERCHANDISING
S5	4681703	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION
S6	229466	S1(3N)S2
S7	14435	S3(10N)S6
S8	33285	S4(5N)S5
S9	63	S7(S)S8
S10	20	S7(20N)S8
S11	34	S7(30N)S8
S12	11790	S3(.7N)S6
S13	29	S8(30N)S12
S14	23	S13 NOT PY>2000
S15	23	S14 NOT PD=20001116:20050228
S16	23	RD (unique items)

16/3,K/4 (Item 4 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2004 Institution of Electrical Engineers. All rts. reserv.

5570221 INSPEC Abstract Number: C9706-1290D-030

**Title: Optimal promotion strategies: a demand-sided characterization**

Author(s): Simester, D.

Author Affiliation: Graduate Sch. of Bus., Chicago Univ., IL, USA

Journal: Management Science vol.43, no.2 p.251-6

Publisher: Inst. Oper. Res. & Manage. Sci,

Publication Date: Feb. 1997 Country of Publication: USA

CODEN: MSCIAM ISSN: 0025-1909

SICI: 0025-1909(199702)43:2L:251:OPSD;1-W

Material Identity Number: M120-97004

U.S. Copyright Clearance Center Code: 0025-1909/97/4302-0251\$05.00

Language: English

Subfile: C

Copyright 1997, IEE

Abstract: We generalize Narasimhan's (1988) model of retail promotion to include multiple products and general demand functions. Doing so allows us to further characterize optimal promotion strategies. We find that firms prefer to offer deeper promotions on products for which switching customers...

16/3,K/6 (Item 6 from file: 2)  
DIALOG(R)File 2:INSPEC  
(c) 2004 Institution of Electrical Engineers. All rts. reserv.

4727795 INSPEC Abstract Number: B9409-0140-044

**Title: The efficacy of strategic and promotional factors on the sales growth of high-tech firms**

Author(s): Traynor, K.; Traynor, S.

Author Affiliation: Dept. of Marketing, Clarion Univ. of Pennsylvania, PA, USA

Journal: IEEE Transactions on Engineering Management vol.41, no.2  
p.126-34

Publication Date: May 1994 Country of Publication: USA

CODEN: IEEMA4 ISSN: 0018-9391

U.S. Copyright Clearance Center Code: 0018-9391/94/\$04.00

Language: English

Subfile: B

...Abstract: firms to effectively market their products and services has increased the interest in which marketing strategies and promotional techniques work best. This study investigates high-tech executives' perceptions of which strategic factors and promotional methods are most effective. The high-tech executives' perceptions of strategic factors and promotional methods are investigated for level of sales growth and industry differences. Moreover, the high-tech executives identify the promotional methods which they feel will be most effective in the future. In addition, high-tech firms' expenditures on strategic and promotional factors are compared by industry and by different levels of sales growth. Finally, findings are...

16/3,K/9 (Item 2 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01597546 ORDER NO: AAD98-02485

**CASE STUDIES IN ADVERTISING EFFECTIVENESS (HEALTH INFORMATION, PROMOTION, NON-ALCOHOLIC BEVERAGES, MEAT, DAIRY)**

Author: XIAO, HUI

Degree: PH.D.  
Year: 1997  
Corporate Source/Institution: AUBURN UNIVERSITY (0012)  
Source: VOLUME 58/07-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 2773. 238 PAGES

...Model in multistage production systems. The theoretical analysis and examination of U.S. beef export **promotion** in Japan **suggest** that farm groups and **promotion** agencies should not be indifferent toward funding allocation among the three types of export promotion. The effects of advertising in U.S. non-alcoholic beverage and meat **markets** are examined by **estimating** the Rotterdam, Almost Ideal **Demand** System (AIDS) and Double-Log models. Theoretical restrictions (price homogeneity and symmetry, advertising homogeneity and...

16/3,K/16 (Item 9 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01348606 ORDER NO: AAD94-09733  
**A NEW MULTIDIMENSIONAL SCALING MODEL INCORPORATING CONTEXT EFFECTS (CONSUMER BEHAVIOR)**  
Author: KIM, JUYOUNG  
Degree: PH.D.  
Year: 1993  
Corporate Source/Institution: THE UNIVERSITY OF MICHIGAN (0127)  
Source: VOLUME 54/11-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 4181. 145 PAGES

...context effect which influence choice behavior of consumers. Furthermore, the marketing applications of the proposed **model** extend to a **market** share **forecasting**, new product development, repositioning **strategy**, and **promotion** **strategy**.

16/3,K/18 (Item 11 from file: 35)  
DIALOG(R)File 35:Dissertation Abs Online  
(c) 2004 ProQuest Info&Learning. All rts. reserv.

01176623 ORDER NO: AAD91-30799  
**PROMOTION STRATEGIES AND THE BOSTON CONSULTING GROUP PRODUCT PORTFOLIO IN THE ETHICAL PHARMACEUTICAL INDUSTRY**  
Author: MURPHY, MASAKO NAGASAWA  
Degree: PH.D.  
Year: 1991  
Corporate Source/Institution: THE UNIVERSITY OF MISSISSIPPI (0131)  
Source: VOLUME 52/05-A OF DISSERTATION ABSTRACTS INTERNATIONAL.  
PAGE 1822. 300 PAGES

...drugs. In addition to the two BCG matrix variables (i.e., relative market share and **market** growth rate), the **study** included situational **factors** (i.e., market structure and **product** characteristics) into **analysis** so as to control for their effects on the relationships in question. Three types of promotion (i.e., detailing, journal advertising, and direct mail) were evaluated to measure **promotion** -expenditure and **promotion** -mix **strategies**. Selected as study drugs were 87 new chemical entity drug products introduced in the United...

16/3,K/19 (Item 1 from file: 475)  
DIALOG(R)File 475:Wall Street Journal Abs  
(c) 2005 The New York Times. All rts. reserv.

01118481 NYT Sequence Number: 000466790223

(Automobile industry is currently running special sales promotions in dealerships to boost sluggish demand for many models and to prepare for predicted economic and sales downturn in '79. Is promoting incentive contests, promising dealers and salesmen cash or prizes for selling slow-moving models. Auto makers are offering customers certain optional equipment at no cost if they buy given type of car. Analysts suggest industry should aim promotional and ad campaigns at previously disinterested customers (M).)

PASZTOR, ANDY

Wall Street Journal, Col. 1, Pg. 38

Friday February 23 1979

...offering customers certain optional equipment at no cost if they buy given type of car. Analysts suggest industry should aim promotional and ad campaigns at previously disinterested customers (M).)...

16/AA,AN,TI/1 (Item 1 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

Title: Supply chain benefits from advanced customer commitments

16/AA,AN,TI/2 (Item 2 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

Title: Bagasse based co-generation system for Indian sugar mills

16/AA,AN,TI/3 (Item 3 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

Title: Bill of sales

16/AA,AN,TI/4 (Item 4 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

Title: Optimal promotion strategies: a demand-sided characterization

16/AA,AN,TI/5 (Item 5 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

Title: Effects of warranty execution on warranty reserve costs

16/AA,AN,TI/6 (Item 6 from file: 2)  
DIALOG(R)File 2:(c) 2004 Institution of Electrical Engineers. All rts.  
reserv.

Title: The efficacy of strategic and promotional factors on the sales  
growth of high-tech firms

16/AA,AN,TI/7 (Item 7 from file: 2)  
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reserv.

Title: Equilibrium in oligopolistic networks

16/AA,AN,TI/8 (Item 1 from file: 35)  
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01697433  
HOSPITAL PROVISION OF UNCOMPENSATED CARE UNDER A MINIMUM CHARITY CARE  
CONSTRAINT (CHARITY)

16/AA,AN,TI/9 (Item 2 from file: 35)  
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01597546  
CASE STUDIES IN ADVERTISING EFFECTIVENESS (HEALTH INFORMATION, PROMOTION,  
NON-ALCOHOLIC BEVERAGES, MEAT, DAIRY)

16/AA,AN,TI/10 (Item 3 from file: 35)  
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01577293

THE UTILIZATION OF SELECTED MARKETING ELEMENTS BY HIGHER EDUCATION  
INSTITUTIONS (ENROLLMENT)

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DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01576750

INTERNATIONAL INTEGRATION AND ECONOMIC GROWTH (TRADE POLICY, MARKET SIZE,  
DEVELOPING ECONOMIES)

16/AA,AN,TI/12 (Item 5 from file: 35)  
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01555515

COMPETITIVE STRATEGY AND THE DESIGN OF STRATEGIC BUSINESS UNIT GENERAL  
MANAGER COMPENSATION SYSTEMS

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INDIVIDUAL AND FIRM DEMAND FOR HEALTH AND WELLNESS PROGRAMS

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01431827

IMPROVING PRESCRIBING PRACTICES IN PRIVATE SECTOR OF DEVELOPING COUNTRIES:  
CONCEPTS AND EVIDENCE (KENYA, INDONESIA)

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01430787

DOWNTOWN DEMOCRACY: REBUILDING MAIN STREET IDEALS IN THE TWENTIETH-CENTURY  
AMERICAN CITY

16/AA,AN,TI/16 (Item 9 from file: 35)  
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01348606

A NEW MULTIDIMENSIONAL SCALING MODEL INCORPORATING CONTEXT EFFECTS  
(CONSUMER BEHAVIOR)

16/AA,AN,TI/17 (Item 10 from file: 35)  
DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01193534

A MODEL OF CONSUMER COGNITIVE PROCESSES UNDERLYING MEMORY-BASED BRAND  
EVALUATIONS

16/AA,AN,TI/18 (Item 11 from file: 35)

DIALOG(R)File 35:(c) 2004 ProQuest Info&Learning. All rts. reserv.

01176623

PROMOTION STRATEGIES AND THE BOSTON CONSULTING GROUP PRODUCT PORTFOLIO IN  
THE ETHICAL PHARMACEUTICAL INDUSTRY

16/AA,AN,TI/19 (Item 1 from file: 475)

DIALOG(R)File 475:(c) 2005 The New York Times. All rts. reserv.

01118481 NYT Sequence Number: 000466790223

(Automobile industry is currently running special sales promotions in  
dealerships to boost sluggish demand for many models and to prepare for  
predicted economic and sales downturn in '79. Is promoting incentive  
contests, promising dealers and salesmen cash or prizes for selling  
slow-moving models. Auto makers are offering customers certain optional  
equipment at no cost if they buy given type of car. Analysts suggest  
industry should aim promotional and ad campaigns at previously  
disinterested customers (M).)

16/AA,AN,TI/20 (Item 1 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

09183826

TRANSPORT

BELGIUM: CREATION OF A TRANSPORT BRANCH

16/AA,AN,TI/21 (Item 2 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06691006

User group backs 'better billing' drive

UK: CALL FOR TELECOMS BILLING STANDARD

16/AA,AN,TI/22 (Item 3 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

06193262

1,000 jobs go at WH Smith

UK: WH SMITH REPORTS PROFIT FALL, TO AXE STAFF

16/AA,AN,TI/23 (Item 4 from file: 583)

DIALOG(R)File 583:(c) 2002 The Gale Group. All rts. reserv.

01106660

MARKETING PERSONNEL LACK TRAINING

UK - MARKETING PERSONNEL LACK TRAINING



?show files;ds

File 20:Dialog Global Reporter 1997-2005/Jan 03

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Set	Items	Description
S1	8757628	ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???
S2	1147523	S1(3N) (COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR - CONSUMER? ?)
S3	9713591	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE) () (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S4	3781312	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) () PRICE? ? OR MERCHANDISING
S5	107286	S2(10N)S3
S6	188986	S4(5N) (PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION)
S7	301	S5(S)S6
S8	99	S5(10N)S6
S9	87613	S2(7N)S3
S10	237	S6(S)S9
S11	74	S6(10N)S9
S12	65792	S2(5N)S3
S13	63	S6(10N)S12
S14	23	S13 NOT PY>2000
S15	23	S14 NOT PD=20001116:20050228
S16	21	RD (unique items)

16/3,K/6

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

09248899 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**IIML to conduct workshop on marketing**

SECTION TITLE: CORPORATE

FINANCIAL EXPRESS

January 24, 2000

JOURNAL CODE: WFEX LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 667

...competitor orientation, product value concept; buying behaviour and its role in the strategy formulation process; demand analysis and estimation ; competitors analysis ; strategic marketing planning process; and, planning marketing mix elements: product, promotion , pricing and distribution.

The programme will consist of frameworks, conceptual understanding from case-studies discussion...

16/3,K/7

DIALOG(R)File 20:Dialog Global Reporter  
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08220818 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Reducing project failures**

Andrew A.L. Tan

NEW STRAITS TIMES (MALAYSIA)

November 13, 1999

JOURNAL CODE: FNST LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1191

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Pricing strategy and timing of the launch

\* Formulation of marketing plan, marketing strategy, marketing tactics, marketing mix, trends analysis , analysis of competitors and the 7P's (place, pricing strategy , product packaging, promotions , people, planning and phasing strategy )

\* Socio-economic study (PEST Study);

\* SWOT analysis;

\* Analyse the types, prices and number of units...

16/3,K/9

DIALOG(R)File 20:Dialog Global Reporter  
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06628232 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**HYPERION: Hundreds of additional global companies standardize on Hyperion's analytic application s/w**

M2 PRESSWIRE

August 10, 1999

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1062

... scalable analytic application platform, these customers will analyze key business metrics to drive customer and product profitability analysis ; business planning and forecasting ; promotion planning and management reporting, and other strategic business processes. Insights gained through these analyses can increase...

16/3,K/12

DIALOG(R)File 20:Dialog Global Reporter  
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05904975 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**SIEMENS NIXDORF: Siemens Nixdorf extends enterprise solns portfolio with  
launch of Retail Data Warehouse**

M2 PRESSWIRE

June 25, 1999

JOURNAL CODE: WMPR LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 372

... solutions, encompassing business consulting, methodology and design, project management, systems integration and operation. By comprehensively **analysing business** transactions to identify customer buying **patterns**, Retail Data Warehouse enables UK retailers to design and implement **strategic** direct marketing and **promotional** campaigns.

Retail Data Warehouse integrates powerful retail database cubes to provide sales analysis, store performance...

16/3,K/14

DIALOG(R)File 20:Dialog Global Reporter  
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04505492 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**Free Internet Tool 'Prospect Counts' Allows Marketing to Forecast Potential  
Technology Opportunities**

BUSINESS WIRE

March 03, 1999

JOURNAL CODE: WBWE LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 956

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... to speed up, and this service will help busy executives make reliable market planning, staffing **forecast** and potential **sales estimates**, " says Larry Friedberg, Vice President of Product **Planning**. "We offer it **free** and online to help our clients make smart market intelligence buying decisions and obtain purchase...

16/3,K/18

DIALOG(R)File 20:Dialog Global Reporter  
(c) 2005 The Dialog Corp. All rts. reserv.

02353763 (USE FORMAT 7 OR 9 FOR FULLTEXT)

**NCR and Exchange Applications Partner to Help Companies Better Target,  
Track and Manage Customer Relationships**

PR NEWSWIRE

July 29, 1998 9:17

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1046

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... NCR's value-add integration includes CRM-specific logical data models, pre-packaged campaign definitions, **industry**-specific propensity **models**, segmentation **strategies**, **promotion history** structures, and monitoring technology to attribute campaign response.

Through the integration of VALEX marketing automation...

16/AA,AN,TI/1

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

13517629

Fairwood lines up Net access for youth

16/AA,AN,TI/2

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

13221701

Interactive Edge Announces New Director of Business Development

16/AA,AN,TI/3

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11972939

ShopLocal.com Joins Seattle SCORE and SBDC in Presenting E-Business Options  
to Seattle Business Owners

16/AA,AN,TI/4

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

10895739

The Florida Times-Union, Jacksonville, Retail Report

16/AA,AN,TI/5

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

09695911

Sunbeam Corporation Launches 'Connected Customer Initiative'

16/AA,AN,TI/6

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

09248899

IIML to conduct workshop on marketing

SECTION TITLE: CORPORATE

16/AA,AN,TI/7

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08220818

Reducing project failures

16/AA,AN,TI/8

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

07084337

Knappe & Vogt Names James S. Dahlke as Vice President of Sales and Marketing

16/AA,AN,TI/9

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

06628232

HYPERION: Hundreds of additional global companies standardize on Hyperion's  
analytic application s/w

16/AA,AN,TI/10

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06602795

Hundreds of Additional Global Companies Standardize On Hyperion's Analytic  
Application Software to Optimize Business Performance

16/AA,AN,TI/11

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05942591

SIEMENS NIXDORF EXTENDS ITS RETAIL SYSTEM PORTFOLIO

16/AA,AN,TI/12

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

05904975

SIEMENS NIXDORF: Siemens Nixdorf extends enterprise solns portfolio with  
launch of Retail Data Warehouse

16/AA,AN,TI/13

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

05092471

Hyperion Announces Key Customer Wins; Companies Worldwide License Hyperion  
Analytic Application Software to Optimize Business Performance

16/AA,AN,TI/14

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04505492

Free Internet Tool 'Prospect Counts' Allows Marketing to Forecast Potential  
Technology Opportunities

16/AA,AN,TI/15

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04388293

Just the Job: Who The Dollars Pounds !\* Got That Job: just the job

16/AA,AN,TI/16

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

03609475

PIRA INTERNATIONAL: Publishers Association and Pira International sign  
partnership agreement

16/AA,AN,TI/17

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

02686672

Corporate News: Tenaga's cards on the table

16/AA,AN,TI/18

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

02353763

NCR and Exchange Applications Partner to Help Companies Better Target,  
Track and Manage Customer Relationships

16/AA,AN,TI/19

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

02033212

Cifra's Sales for Same Kind of Stores May Grow 12% in Second Quarter

16/AA,AN,TI/20

DIALOG(R)File 20:(c) 2005 The Dialog Corp. All rts. reserv.

01982710

Callidus Software Debuts to Provide Strategic Tools for Corporations to  
Manage Large-Scale Variable Costs

16/AA,AN,TI/21

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01437954

The Baan Company Expands its Advanced Planning and Scheduling Suite and  
Announces a Focused Business Unit

?show files;ds

File 9:Business & Industry(R) Jul/1994-2005/Jan 03

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File 15:ABI/Inform(R) 1971-2005/Jan 01

(c) 2005 ProQuest Info&Learning

File 16:Gale Group PROMT(R) 1990-2005/Jan 04

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File 148:Gale Group Trade & Industry DB 1976-2004/Jan 03

(c)2004 The Gale Group

File 160:Gale Group PROMT(R) 1972-1989

(c) 1999 The Gale Group

File 275:Gale Group Computer DB(TM) 1983-2005/Jan 04

(c) 2005 The Gale Group

Set Items Description

S1	10818571	HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (TRANSACTION OR MULTIPLICATIVE) () (DATA OR INFORMATION OR MODEL? - ??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR - PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?
S2	4525365	PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) ()PRICE? ? OR MERCHANDISING
S3	13549938	PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION
S4	3342926	S1(7N) (COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR - CONSUMER? ?)
S5	1070639	S1(7N) (ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???)
S6	238219	S4(3N)S5
S7	304468	S2(5N)S3
S8	1030	S6(S)S7
S9	225841	S2(3N)S3
S10	353	S6(10N)S9
S11	2860823	S1(5N) (COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR - CONSUMER? ?)
S12	895978	S1(5N) (ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR APPRAIS??? OR ASSESS? OR INVESTIGAT???)
S13	160903	S11(3N)S12
S14	200	S9(10N)S13
S15	7391034	CYBER OR CYBERSPACE OR VIRTUAL OR INTERNET OR WEB OR WORLDWIDE??? OR WIDEBWEB OR HOME() (PAGE? ? OR SITE? ?) OR WEBPAGE? ? OR HOMEPAGE? ? OR WEBSITE? ? OR (COMPUTER OR COMMUNICATION? - ?).()NETWORK OR ONLINE OR ON()LINE OR EXTRANET
S16	85	S14 AND S15
S17	31	S14(S)S15
S18	20	S17 NOT PY>2000
S19	20	S18 NOT PD=20001116:20050228
S20	10	RD (unique items)
S21	169	S14 NOT S17
S22	123	S21 NOT PY>2000
S23	121	S22 NOT PD=20001116:20050228
S24	101	RD (unique items)

24/3,K/8 (Item 5 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

01660540 03-11530

**What is service/good analysis?**

Langford, Barry E; Cosenza, Robert M  
Journal of Marketing Theory & Practice v6n1 PP: 16-26 Winter 1998  
ISSN: 1069-6679 JRNL CODE: MTP  
WORD COUNT: 7208

...TEXT: policies. However, insureds' perceptions of these services can be legally and ethically altered through appropriate **promotion strategies** directed toward targeted segments.

Reference:

REFERENCES

Reference:

AIRAC (All Industry Research Advisory Council) (1985), **Patterns of Shopping Behavior in Auto Insurance**. Oak Brook, IL. Ajzen, I., and M. Fishbein (1980...

24/3,K/12 (Item 9 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
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01342362 99-91758

**Many plans, one reality which is the real forecast?**

Kirk, Laurie  
Journal of Business Forecasting Methods & Systems v15n3 PP: 22-23 Fall 1996  
ISSN: 0278-6087 JRNL CODE: JBT  
WORD COUNT: 819

...TEXT: rich opportunities in technology today to manage and understand data for decision support. Sales info, **market research**, consumption, customer inventory, **promotion history** and **future plans**, financial plans, **product** info, CRP, all of this information is available but often in separate systems for each...

24/3,K/27 (Item 24 from file: 15)  
DIALOG(R)File 15:ABI/Inform(R)  
(c) 2005 ProQuest Info&Learning. All rts. reserv.

00719617 93-68838

**1993 market research survey**

Anonymous  
Medical Marketing & Media v28n5 PP: 22-45 May 1993  
ISSN: 0025-7354 JRNL CODE: MMM  
WORD COUNT: 8716

...TEXT: involvement: Pharmaceutical; biotechnology; imaging; dental disposables; surgical/therapeutic; diagnostic; general health care. Types of search: **Market research**; **market share**; **revenue forecasts**. Custom services: Client-defined projects, done to client's specifications. Other offices: New York, NY...

...telephone interviewing facilities. Custom services: Full service; custom research; quantitative and qualitative--domestic and international; **concept** testing; ad & **promotion** research; name testing; tracking



studies; direct mail, in-person, and telephone interviews.

H

(HCI) HEALTHCARE...

... Financial: 1992 gross income--\$1.0 million. Market involvement: Pharmaceutical; diagnostic; dental. Types of research: **Concept** testing; convention research; **promotion** testing; new product/formulation; qualitative research. Custom services: Customized studies to meet client needs. Other... quantitative; psychographic profiling and segmentation; national attitude and usage tracking; customer satisfaction studies; positioning surveys; **concept / promotional** and testing. Custom services: Physician Mapping(SM--Psychological and behavioral segmentation work focused by therapeutic...

... product development; production feasibility strategy planning and development; technology assessment. Syndicated services: Nonprescription Drugs USA-- **analyses** of **sales**, **market** shares, pricing **trends** of the major companies and **products**, conducted annually since 1980. More Power for the Rx-to-OTO switch--a report of...

... vices; in hospital, clinic, private office, retail, nursing home settings. Types of research: Market assessment; **concept** testing; **promotional** message recall; customized product use audits; launch tracking programs; **trade** name **evaluation**; pricing; **forecasting**; customer satisfaction. Custom services: Customized quantitative survey research services using univariate and multivariate analysis (quadrant...

24/3,K/33 (Item 30 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00597562 92-12735

#### **Analysts' Forecasts**

Schipper, Katherine

Accounting Horizons v5n4 PP: 105-121 Dec 1991

ISSN: 0888-7993 JRNL CODE: ACH

WORD COUNT: 11213

...TEXT: and, relatedly, what incentives he faces. Both context and incentives will shape the properties of **analysts'** work **products** generally and their **forecasts** in particular. For example, one possibility is that **incentives** not **contemplated** in the usual tests of analyst forecast accuracy and bias operate to produce systematically biased ...

24/3,K/35 (Item 32 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)

(c) 2005 ProQuest Info&Learning. All rts. reserv.

00380284 87-39118

#### **Modelling the Effectiveness and Profitability of Trade Promotions**

Blattberg, Robert C.; Levin, Alan

Marketing Science v6n2 PP: 124-146 Spring 1987

ISSN: 0732-2399 JRNL CODE: MKS

...ABSTRACT: 2. identifying the best trade promotions for each size and in each geographical area, 3. **assessing** **future** **promotional** **plans**, and 4. developing **trade** promotion tactics. The model is applied to a data set using Nielsen consumer sales data...

24/3,K/43 (Item 7 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)  
(c) 2005 The Gale Group. All rts. reserv.

06209081 Supplier Number: 54169579 (USE FORMAT 7 FOR FULLTEXT)  
**Strategic underpin marketing efforts.(foundry industry)**  
Kanicki, David P.  
Modern Casting, v89, n2, p62(2)  
Feb, 1999  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; General  
Word Count: 1884

... A competitive analysis, she noted, includes the following elements:  
profile; strengths and weaknesses analysis; pricing **strategies** ;  
distribution channels; **promotion strategies** ; and the estimate of market  
share.

The opportunity **assessment** includes two major **factors** : a summary  
of **market** potential; and comments on positioning opportunities and voids.  
In considering your positioning strategy, Kokonas pointed...

24/3,K/77 (Item 18 from file: 148)  
DIALOG(R)File 148:Gale Group Trade & Industry DB  
(c)2004 The Gale Group. All rts. reserv.

06221007 SUPPLIER NUMBER: 13902432 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**The discounting of discounts and promotion thresholds.**  
Gupta, Sunil; Cooper, Lee G.  
Journal of Consumer Research, v19, n3, p401(11)  
Dec, 1992  
ISSN: 0093-5301 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 9272 LINE COUNT: 00724

TEXT:

...find stores advertising 50, 60, or even 70 percent discounts on  
several products. But do **consumers** believe these advertised **discounts** ?  
**Previous studies suggest** that they do not. It has been shown that  
consumers' perceptions of discounts are typically...

24/3,K/101 (Item 2 from file: 275)  
DIALOG(R)File 275:Gale Group Computer DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

01422403 SUPPLIER NUMBER: 09739323 (USE FORMAT 7 OR 9 FOR FULL TEXT)  
**Made in a minute; Coca-Cola Foods uses 1-2-3 and E-mail to keep its  
spreadsheet forecasts as fresh as its OJ. (Applications)**  
Musgrave, Bill; Cranford, Richard  
Lotus, v7, n1, p58(3)  
Jan, 1991  
ISSN: 8756-7334 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT; ABSTRACT  
WORD COUNT: 1631 LINE COUNT: 00129

... on information only hours old, help senior sales managers and trade  
marketing managers decide on **promotion strategies** and production  
output. Currid, now director of applied information technology, **estimates**  
that getting **sales forecasts** a day earlier can save the company  
hundreds of thousands of dollars by getting product...

24/AA,AN,TI/1 (Item 1 from file: 9)  
DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

2867142 Supplier Number: 02867142  
European portal market growth projected

24/AA,AN,TI/2 (Item 2 from file: 9)  
DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

1553766 Supplier Number: 01553766  
New Savvy Needed to Nab Boomers

24/AA,AN,TI/3 (Item 3 from file: 9)  
DIALOG(R)File 9:(c) 2005 The Gale Group. All rts. reserv.

1200460 Supplier Number: 01200460  
Mitsubishi Motors Puts New Network Into Operation

24/AA,AN,TI/4 (Item 1 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01860283 05-11275  
Tourism Policy and Planning: Case Studies From the Commonwealth Caribbean

24/AA,AN,TI/5 (Item 2 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01839151 04-90142  
The branding of private labels

24/AA,AN,TI/6 (Item 3 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01713283 03-64273  
Study offers tips on Taiwan's business apparel market

24/AA,AN,TI/7 (Item 4 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01680926 03-31916  
An international review of sponsorship research

24/AA,AN,TI/8 (Item 5 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01660540 03-11530  
What is service/good analysis?

24/AA,AN,TI/9 (Item 6 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01496621 01-47609  
Only the shadow knows: Shining a light on shadow demand

24/AA,AN,TI/10 (Item 7 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01492950 01-43938  
Profiling managers to improve export promotion targeting

24/AA,AN,TI/11 (Item 8 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01408110 00059097  
Selecting appropriate sales quota plan structures and quota-setting procedures

24/AA,AN,TI/12 (Item 9 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01342362 99-91758  
Many plans, one reality which is the real forecast?

24/AA,AN,TI/13 (Item 10 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01165539 98-14934  
Trends in out-of-pocket spending on health care, 1980-92

24/AA,AN,TI/14 (Item 11 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01160422 98-09817  
Shifting patterns demand change

24/AA,AN,TI/15 (Item 12 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01142196 97-91590  
Price discrimination using in-store merchandising

24/AA,AN,TI/16 (Item 13 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01080938 97-30332  
Travel motivations of Japanese overseas travelers: A factor-cluster segmentation approach

24/AA,AN,TI/17 (Item 14 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

01077464 97-26858  
Export assistance: Another look at whether we are supporting the best programmes

24/AA,AN,TI/18 (Item 15 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00953430 96-02823  
Are you paid enough?

24/AA,AN,TI/19 (Item 16 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00895561 95-44953  
Bridging the research gap between industry and researchers

24/AA,AN,TI/20 (Item 17 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00889256 95-38648  
Editorial Excellence Awards

24/AA,AN,TI/21 (Item 18 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00887279 95-36671  
Grocery makers need top-shelf info technology

24/AA,AN,TI/22 (Item 19 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00776759 94-26151  
Mexico blooms as NAFTA looms

24/AA,AN,TI/23 (Item 20 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00762993 94-12385  
Category dynamics: Turning partnering into reality

24/AA,AN,TI/24 (Item 21 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00725036 93-74257  
"Scientific" Inventory Planning

24/AA,AN,TI/25 (Item 22 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00723917 93-73138  
Consumer Complaints: Advice on How Companies Should Respond Based on an Empirical Study

24/AA,AN,TI/26 (Item 23 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00722046 93-71267  
Modeling physicians' prescribing decisions for patients with panic disorder

24/AA,AN,TI/27 (Item 24 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.

00719617 93-68838  
1993 market research survey

24/AA,AN,TI/28 (Item 25 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00711206 93-60427  
Citrus Street

24/AA,AN,TI/29 (Item 26 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00704665 93-53886  
Has your store had a check-up?

24/AA,AN,TI/30 (Item 27 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00682063 93-31284  
Sources of competitive advantage in the marketing of technology-intensive products and processes

24/AA,AN,TI/31 (Item 28 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00658583 93-07804  
The Real Lesson of New Coke: The Value of Focus Groups for Predicting the Effects of Social Influence

24/AA,AN,TI/32 (Item 29 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00630543 92-45483  
Batteries Have Staying Power!

24/AA,AN,TI/33 (Item 30 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00597562 92-12735  
Analysts' Forecasts

24/AA,AN,TI/34 (Item 31 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00390555 88-07388  
Compulsory Trademark Licensing

24/AA,AN,TI/35 (Item 32 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00380284 87-39118  
Modelling the Effectiveness and Profitability of Trade Promotions

24/AA,AN,TI/36 (Item 33 from file: 15)  
DIALOG(R)File 15:(c) 2005 ProQuest Info&Learning. All rts. reserv.  
00298612 85-39046  
Convention and Visitors Bureau Update

24/AA,AN,TI/37 (Item 1 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
07996411 Supplier Number: 63669928  
Setting Advertising and Promotion Budgets in Multi-Brand Companies.

24/AA,AN,TI/38 (Item 2 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
07855869 Supplier Number: 65353955  
Selection, location critical. (Brief Article)

24/AA,AN,TI/39 (Item 3 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
07460773 Supplier Number: 62741086  
IMS HEALTH Launches Prescript Plus Prescription Tracking Services in Ecuador.

24/AA,AN,TI/40 (Item 4 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
07434416 Supplier Number: 62516394  
Senior Appointment Signals Acceleration in Systemonic Path to DSP Market.

24/AA,AN,TI/41 (Item 5 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
06410760 Supplier Number: 54876470  
WEATHER FORECASTS CAN MAKE A BOTTOM LINE SUNNIER.

24/AA,AN,TI/42 (Item 6 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
06389868 Supplier Number: 54804666  
GERS Retail Systems Signs Strategic Agreement to Market New State-Of-The-Art Merchandise Planning System.

24/AA,AN,TI/43 (Item 7 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
06209081 Supplier Number: 54169579  
Strategic underpin marketing efforts. (foundry industry)

24/AA,AN,TI/44 (Item 8 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
05936073 Supplier Number: 53183295  
Pennsylvania Attorney General: California-Based Long Distance Telephone Carrier Barred from 'Slamming' Practices.

24/AA,AN,TI/45 (Item 9 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
05652202 Supplier Number: 50107945  
Callidus Software Debuts to Provide Strategic Tools for Corporations to

## **Manage Large-Scale Variable Costs**

24/AA,AN,TI/46 (Item 10 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

05496802 Supplier Number: 48330005  
MATURE VIEWS; Elderly patients fancy helpful pharmacists, says Schering  
Report

24/AA,AN,TI/47 (Item 11 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

05200369 Supplier Number: 47934176  
K&V Participates in Sales Force Automation Interface Development For R/3  
Business Application Solutions.

24/AA,AN,TI/48 (Item 12 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04972114 Supplier Number: 47304948  
Perfetti selects Comshare's BOOST to optimize finance, marketing and sales  
efforts worldwide.

24/AA,AN,TI/49 (Item 13 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04932449 Supplier Number: 47249432  
REPEAT/ K & V Information Systems announces U.S. marketing agreement with  
SAP America.

24/AA,AN,TI/50 (Item 14 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04786381 Supplier Number: 47044665  
Forecasting and Ordering System Rides the 'Net

24/AA,AN,TI/51 (Item 15 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04398108 Supplier Number: 46451702  
K&V Information Systems ships SALESmanager 4.0; Industry-focused  
sales-process management including SAP R/3 integration; The first premium  
turnkey sales force automation solution for pharmaceuticals, consumer  
goods, finance and industrial goods.

24/AA,AN,TI/52 (Item 16 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

04050343 Supplier Number: 45891791  
A 50% Gain In Ag Exports By 2000 Says USDA

24/AA,AN,TI/53 (Item 17 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.

03446687 Supplier Number: 44805302  
AUTOMATION: Grocery Makers Need Top-Shelf Info Technology



24/AA,AN,TI/54 (Item 18 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
03235636 Supplier Number: 44444986  
Marui - Company Report

24/AA,AN,TI/55 (Item 19 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
03185326 Supplier Number: 44359874  
DIGITAL INTRODUCES PLANalyst RETAIL PLANNING SYSTEM

24/AA,AN,TI/56 (Item 20 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
02912115 Supplier Number: 43932096  
R.H. Macy Says Operating Net Increased 66% During May

24/AA,AN,TI/57 (Item 21 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
01701021 Supplier Number: 42119488  
INCENTIVES: ADVERTISERS, AGENCIES, CARROTS, AND STICKS

24/AA,AN,TI/58 (Item 22 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
01390780 Supplier Number: 41655632  
Sharpshooting Marketeer: Targeting dealer markets via computer makes the  
shotgun approach old hat

24/AA,AN,TI/59 (Item 23 from file: 16)  
DIALOG(R)File 16:(c) 2005 The Gale Group. All rts. reserv.  
01048800 Supplier Number: 41158776  
Domestications sets strategy: Sees marketing focus bringing sales beyond  
\$100M

24/AA,AN,TI/60 (Item 1 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.  
12754210 SUPPLIER NUMBER: 66499087  
REBATES, INVENTORIES, AND INTERTEMPORAL PRICE DISCRIMINATION. (Statistical  
Data Included)

24/AA,AN,TI/61 (Item 2 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.  
12371428 SUPPLIER NUMBER: 63018225  
The Influence of Triad Nations' Environments on Price-quality Product  
Strategies and MNC Performance.

24/AA,AN,TI/62 (Item 3 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.  
11724796 SUPPLIER NUMBER: 58930461

Putting Plan on Paper Helps Identify Strengths, Weaknesses of Endeavor.

24/AA,AN,TI/63 (Item 4 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

10423242 SUPPLIER NUMBER: 21061040  
A discrete optimization model for seasonal merchandise planning.

24/AA,AN,TI/64 (Item 5 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

10158420 SUPPLIER NUMBER: 20051547  
Accessing private label. (information sources for private label industry)

24/AA,AN,TI/65 (Item 6 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09884332 SUPPLIER NUMBER: 20014913  
American Bio Medica Appoints Winn Pollock as National Sales Manager

24/AA,AN,TI/66 (Item 7 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09840837 SUPPLIER NUMBER: 19774063  
A closer look at the interface between the product lines of manufacturers  
and the assortments of retailers.

24/AA,AN,TI/67 (Item 8 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09718018 SUPPLIER NUMBER: 19743020  
KD1 Selects Torrent's Orchestrate for Scalable Retailing Software

24/AA,AN,TI/68 (Item 9 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09387763 SUPPLIER NUMBER: 19255528  
K & V Information Systems announces U.S. marketing agreement with SAP  
America.

24/AA,AN,TI/69 (Item 10 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09324604 SUPPLIER NUMBER: 19044736  
U.S. catfish: a growing new fish export to Germany. (interview with The  
Catfish Institute's export consultant Jean Valentine) (Interview)

24/AA,AN,TI/70 (Item 11 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

09307892 SUPPLIER NUMBER: 19120673  
The U.K. and Europe. (video recordings industry) (1996: The Year in  
Video) (Industry Overview)

24/AA,AN,TI/71 (Item 12 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

08425236 SUPPLIER NUMBER: 16455252  
Price cutting in liability insurance markets. (includes appendices)

24/AA,AN,TI/72 (Item 13 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

08103486 SUPPLIER NUMBER: 17268931  
Custom interiors: shopper data is enabling supermarket operators to create  
planograms geared to specific stores or groups.

24/AA,AN,TI/73 (Item 14 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

07226415 SUPPLIER NUMBER: 15312587  
Inductive inference and replications: a Bayesian perspective.

24/AA,AN,TI/74 (Item 15 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06717132 SUPPLIER NUMBER: 14427649  
Turning partnering into reality. (retailer and supplier collaboration)

24/AA,AN,TI/75 (Item 16 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06505765 SUPPLIER NUMBER: 14320761  
An examination of stock price reactions to discount rate changes under  
alternative monetary policy regimes.

24/AA,AN,TI/76 (Item 17 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06491714 SUPPLIER NUMBER: 13989338  
R.H. Macy says operating net increased 66% during May.

24/AA,AN,TI/77 (Item 18 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06221007 SUPPLIER NUMBER: 13902432  
The discounting of discounts and promotion thresholds.

24/AA,AN,TI/78 (Item 19 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

06215944 SUPPLIER NUMBER: 12722343  
An industry first. (report on Hardware Industry Convention) (contains related  
article)

24/AA,AN,TI/79 (Item 20 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05842338 SUPPLIER NUMBER: 12110179  
Hardware Industry Convention: program appeals to manufacturers, wholesalers  
and retailers. (includes related articles)

24/AA,AN,TI/80 (Item 21 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05700865 SUPPLIER NUMBER: 12028135  
A strategy for the future . ( promotion of pharmaceutical industry  
research and development)

24/AA,AN,TI/81 (Item 22 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05180346 SUPPLIER NUMBER: 10634905  
Cigarettes. (Reaching for More Profit) (Special Advertising Section)

24/AA,AN,TI/82 (Item 23 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

05090947 SUPPLIER NUMBER: 09356240  
The Marketing salary survey. (Cover Story)

24/AA,AN,TI/83 (Item 24 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04635360 SUPPLIER NUMBER: 08799915  
U.S. cigarette volume down 6% in '89. (Maxwell Report )

24/AA,AN,TI/84 (Item 25 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04511121 SUPPLIER NUMBER: 08359789  
Domestications sets strategy: sees marketing focus bringing sales beyond  
\$100M. (Hanover Cos. catalog)

24/AA,AN,TI/85 (Item 26 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04132706 SUPPLIER NUMBER: 08081787  
The small business explosion. (Special Advertising Supplement)

24/AA,AN,TI/86 (Item 27 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

04052409 SUPPLIER NUMBER: 07748449  
Chrysler appoints Liebler to top communications position. (Arthur C.  
Liebler)

24/AA,AN,TI/87 (Item 28 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

03852425 SUPPLIER NUMBER: 06999840  
Two big stores that back UPC have varied opinions on scanning. (Universal  
Product Code; Dayton Hudson Department Store, Strawbridge and Clothier)

24/AA,AN,TI/88 (Item 29 from file: 148)  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

03112228 SUPPLIER NUMBER: 04729680  
Relating the brand use profile of coupon redeemers to brand and coupon

**characteristics.**

**24/AA,AN,TI/89 (Item 30 from file: 148)**  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02980783 SUPPLIER NUMBER: 04569770  
Outerwear maker begins to feel cold winds of market changes. (Cooper  
Sportswear) (The Ticket to Quick Response supplement)

**24/AA,AN,TI/90 (Item 31 from file: 148)**  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02826798 SUPPLIER NUMBER: 04274797  
Budgets: a survey of multi-unit operations. (restaurants)

**24/AA,AN,TI/91 (Item 32 from file: 148)**  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02333003 SUPPLIER NUMBER: 03830828  
Wall Street analysts tell NRMA of their methods. (National Retail Merchants  
Association)

**24/AA,AN,TI/92 (Item 33 from file: 148)**  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

02158408 SUPPLIER NUMBER: 03576826  
Emporium cashes in on Vallco store.

**24/AA,AN,TI/93 (Item 34 from file: 148)**  
DIALOG(R)File 148:(c)2004 The Gale Group. All rts. reserv.

01750192 SUPPLIER NUMBER: 02607328  
Good pay plans can support strategy. (executives and performance)

**24/AA,AN,TI/94 (Item 1 from file: 160)**  
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

02359013  
Snack Food

**24/AA,AN,TI/95 (Item 2 from file: 160)**  
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

02054717  
The Market for Agricultural Chemicals

**24/AA,AN,TI/96 (Item 3 from file: 160)**  
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01979169  
The textile rental and maintenance services industry

**24/AA,AN,TI/97 (Item 4 from file: 160)**  
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01975286

NEDO Proposes Promotion of Model Businesses to Expand Coal Demand

24/AA,AN,TI/98 (Item 5 from file: 160)  
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01228837  
PCExpress Offers Decision Support.

24/AA,AN,TI/99 (Item 6 from file: 160)  
DIALOG(R)File 160:(c) 1999 The Gale Group. All rts. reserv.

01188399  
MARKSMAN takes aim at improving service with 'Advertising Support'.

24/AA,AN,TI/100 (Item 1 from file: 275)  
DIALOG(R)File 275:(c) 2005 The Gale Group. All rts. reserv.

01467696 SUPPLIER NUMBER: 11937879  
Client-server systems in manufacturing: as a way of distributing functions,  
they speed operations - and are a vital part of computer-integrated  
manufacturing. (Special Report: Industrial Computers) (Technical)

24/AA,AN,TI/101 (Item 2 from file: 275)  
DIALOG(R)File 275:(c) 2005 The Gale Group. All rts. reserv.

01422403 SUPPLIER NUMBER: 09739323  
Made in a minute; Coca-Cola Foods uses 1-2-3 and E-mail to keep its  
spreadsheet forecasts as fresh as its OJ. (Applications)

?show files;ds

File 476:Financial Times Fulltext 1982-2005/Jan 04

(c) 2005 Financial Times Ltd

File 610:Business Wire 1999-2005/Jan 03

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File 613:PR Newswire 1999-2005/Jan 03

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File 624:McGraw-Hill Publications 1985-2004/Dec 28

(c) 2004 McGraw-Hill Co. Inc

File 634:San Jose Mercury Jun 1985-2004/Dec 31

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File 636:Gale Group Newsletter DB(TM) 1987-2005/Jan 04

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(c) 1999 PR Newswire Association Inc

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S1 13543344 COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE

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R? ?

S3 6158724 ANALYSIS OR EVALUATION OR MODEL??? OR ANALYZ? OR ANALYS? OR  
ESTIMAT??? OR STUDY??? OR STUDIES OR SURVEY??? OR RESEARCH OR  
APPRAIS??? OR ASSESS? OR INVESTIGAT???

S4 6680639 HISTOR? OR DEMAND OR FUTURE OR TRENDS OR FORECAST??? OR (T-  
RANSACTION OR MULTIPLICATIVE)() (DATA OR INFORMATION OR MODEL?-  
??) OR FORESEE? OR ANTICIPAT? OR PATTERN? ? OR BACKGROUND OR -  
PREVIOUS?? OR PRECEDENT? ? OR FACTOR OR FACTORS OR TEND?

S5 2848418 PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? -  
OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR M-  
ONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR -  
REDUC? OR HALF)()PRICE? ? OR MERCHANDI?ING

S6 7520767 PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ?  
OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INT-  
ENDED OR INTENTION

S7 1239577 S3(3N)(S1 OR S2)

S8 101840 S4(7N)S7

S9 132214 S5(5N)S6

S10 129 S8(10N)S9

S11 119 S8(7N)S9

S12 69 S11 NOT PY>2000

S13 69 S12 NOT PD=20001116:20050228

S14 54 RD (unique items)

14/3,K/9 (Item 2 from file: 613)  
DIALOG(R)File 613:PR Newswire  
(c) 2005 PR Newswire Association Inc. All rts. reserv.

00120760 19990607SFM070 (USE FORMAT 7 FOR FULLTEXT)  
**Richter Systems Launches Richter Express(TM); Advanced Solutions for Small And Medium-Sized Manufacturers and Retailers**  
PR Newswire  
Monday, June 7, 1999 08:05 EDT  
JOURNAL CODE: PR LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
DOCUMENT TYPE: NEWSWIRE  
WORD COUNT: 723

...and footwear industry. This integrated solution delivers real-time access to inventory status for effective **planning** and **forecasting**. Richter **Merchandising Express** provides a complete **analysis** of **product** availability, ensures safeguards against stock-out situations and costly markdowns and improves inventory turns and ...

14/3,K/19 (Item 9 from file: 621)  
DIALOG(R)File 621:Gale Group New Prod.Annou.(R)  
(c) 2005 The Gale Group. All rts. reserv.

01055616 Supplier Number: 40199730 (USE FORMAT 7 FOR FULLTEXT)  
**NIESEL SCAN\*PRO MODELER NOW AVAILABLE**  
News Release, pN/A  
Oct 30, 1987  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 262

... service, and planner is a personal computer (PC) based simulation program to assist manufacturers in **planning** their **future promotional** spending.

Nielsen **Marketing Research**, a company of The Dun & Bradstreet Corporation, is the largest market research firm in the...

14/3,K/39 (Item 15 from file: 636)  
DIALOG(R)File 636:Gale Group Newsletter DB(TM)  
(c) 2005 The Gale Group. All rts. reserv.

02467871 Supplier Number: 44942481 (USE FORMAT 7 FOR FULLTEXT)  
**FUTURE WILL SEE INCREASED RELATIONSHIP-BUILDING, STRATEGIC PLANNING**  
Healthcare PR & Marketing News, v3, n17, pN/A  
August 25, 1994  
Language: English Record Type: Fulltext  
Document Type: Newsletter; Trade  
Word Count: 492

... maintaining referral networks.  
The role of the practitioner has progressed from general public relations and **promotion** to relationship building, **strategic planning** and sales. Marketing research will help organizations **assess** the needs of **consumers**, who will **demand** more information about healthcare services.  
The Delphi Study panel--composed of 295 ASHCMPR members-- surveyed...



14/AA,AN,TI/1 (Item 1 from file: 476)  
DIALOG(R)File 476:(c) 2005 Financial Times Ltd. All rts. reserv.

B09L2AQADKFT  
Letter: Potential markets for steel

14/AA,AN,TI/2 (Item 2 from file: 476)  
DIALOG(R)File 476:(c) 2005 Financial Times Ltd. All rts. reserv.

B05KOAYADHFT  
United Biscuits Reorganises / Food company announces new management structure

14/AA,AN,TI/3 (Item 1 from file: 610)  
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

20000717199B3321  
ShopLocal.com Joins Seattle SCORE and SBDC in Presenting E-Business Options to Seattle Business Owners

14/AA,AN,TI/4 (Item 2 from file: 610)  
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

19990907250B1171  
Knape & Vogt Names James S. Dahlke as Vice President of Sales and Marketing

14/AA,AN,TI/5 (Item 3 from file: 610)  
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

19990809221B0129  
Hundreds of Additional Global Companies Standardize On Hyperion's Analytic Application Software to Optimize Business Performance

14/AA,AN,TI/6 (Item 4 from file: 610)  
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

19990426116B0156  
Hyperion Announces Key Customer Wins; Companies Worldwide License Hyperion Analytic Application Software to Optimize Business Performance

14/AA,AN,TI/7 (Item 5 from file: 610)  
DIALOG(R)File 610:(c) 2005 Business Wire. All rts. reserv.

1999062B1116  
Free Internet Tool 'Prospect Counts' Allows Marketing to Forecast Potential Technology Opportunities

14/AA,AN,TI/8 (Item 1 from file: 613)  
DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

20000222FLTU019  
Sunbeam Corporation Launches 'Connected Customer Initiative'

14/AA,AN,TI/9 (Item 2 from file: 613)  
DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

19990607SFM070

**Richter Systems Launches Richter Express(TM); Advanced Solutions for Small And Medium-Sized Manufacturers and Retailers**

14/AA,AN,TI/10 (Item 3 from file: 613)  
DIALOG(R)File 613:(c) 2005 PR Newswire Association Inc. All rts. reserv.

19990510HSM112  
KSA Reports: Consumer Loyalty is the Key to Profitability

14/AA,AN,TI/11 (Item 1 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

02674901 Supplier Number: 65901238  
Interactive Edge Announces New Director of Business Development.

14/AA,AN,TI/12 (Item 2 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01684311 Supplier Number: 50206811  
NCR and Exchange Applications Partner to Help Companies Better Target,  
Track and Manage Customer Relationships

14/AA,AN,TI/13 (Item 3 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01665847 Supplier Number: 50107945  
Callidus Software Debuts to Provide Strategic Tools for Corporations to  
Manage Large-Scale Variable Costs

14/AA,AN,TI/14 (Item 4 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01568565 Supplier Number: 47967265  
KD1 Selects Torrent's Orchestrate for Scalable Retailing Software

14/AA,AN,TI/15 (Item 5 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01565465 Supplier Number: 47934176  
K&V Participates in Sales Force Automation Interface Development For R/3  
Business Application Solutions.

14/AA,AN,TI/16 (Item 6 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01511016 Supplier Number: 47249432  
REPEAT/ K & V Information Systems announces U.S. marketing agreement with  
SAP America.

14/AA,AN,TI/17 (Item 7 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01391886 Supplier Number: 46451702  
K&V Information Systems ships SALESmanager 4.0; Industry-focused  
sales-process management including SAP R/3 integration; The first premium  
turnkey sales force automation solution for pharmaceuticals, consumer  
goods, finance and industrial goods.

14/AA,AN,TI/18 (Item 8 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01307807 Supplier Number: 45849640  
HORTON INDUSTRIAL PRODUCTS DIVISION ANNOUNCES NEW MARKETING MANAGER

14/AA,AN,TI/19 (Item 9 from file: 621)  
DIALOG(R)File 621:(c) 2005 The Gale Group. All rts. reserv.

01055616 Supplier Number: 40199730  
NIESEL SCAN\*PRO MODELER NOW AVAILABLE

14/AA,AN,TI/20 (Item 1 from file: 624)  
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

00927370  
Boeing Will Lose Money On First 400 Next-Generation 737s, Condit Says

14/AA,AN,TI/21 (Item 2 from file: 624)  
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

00837878  
INDIA GRANTS PRELIMINARY APPROVAL TO NEW TWO-PART IPP RATE STRUCTURE

14/AA,AN,TI/22 (Item 3 from file: 624)  
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0521457  
Mexico blooms as NAFTA looms

14/AA,AN,TI/23 (Item 4 from file: 624)  
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0163432  
NA zinc producers lower tags 5 cents; LME expected to drop HG contract

14/AA,AN,TI/24 (Item 5 from file: 624)  
DIALOG(R)File 624:(c) 2004 McGraw-Hill Co. Inc. All rts. reserv.

0038798  
MADISON G&E CHALLENGES PSC'S TREATMENT OF TAX RATE CUT IN STATE COURT

14/AA,AN,TI/25 (Item 1 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04670467 Supplier Number: 61556170  
How golf shirts come alive.(Page and Tuttle apparel)

14/AA,AN,TI/26 (Item 2 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04402858 Supplier Number: 55417545  
HYPERION: Hundreds of additional global companies st standardize on  
Hyperion's analytic application s/w.

14/AA,AN,TI/27 (Item 3 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04208107 Supplier Number: 55005892  
-SIEMENS NIXDORF EXTENDS ITS RETAIL SYSTEM PORTFOLIO.

14/AA,AN,TI/28 (Item 4 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04158256 Supplier Number: 54499261  
HYPERION SOLUTIONS: Hyperion announces key customer wins.

14/AA,AN,TI/29 (Item 5 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

04025039 Supplier Number: 53283261  
-PIRA INTERNATIONAL: Publishers Association and Pira International sign  
partnership agreement.

14/AA,AN,TI/30 (Item 6 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03597563 Supplier Number: 47447638  
OIL SERVICE FIRM SHARES UP FOR GRABS

14/AA,AN,TI/31 (Item 7 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03501070 Supplier Number: 47225490  
-CRTC: TELECOM ORDER CRTC 97-383

14/AA,AN,TI/32 (Item 8 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03371451 Supplier Number: 46935353  
Spotlight On Children's Research: Understanding Youth And Children's Market  
Research

14/AA,AN,TI/33 (Item 9 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03278837 Supplier Number: 46731636  
BEST BUY, CIRCUIT CITY DOWNSIZE

14/AA,AN,TI/34 (Item 10 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

03268714 Supplier Number: 46708922  
Amrad steps up development of hepatitis B compound

14/AA,AN,TI/35 (Item 11 from file: 636)  
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03028138 Supplier Number: 46185735  
VHA OFFERS BOOK TO HELP BLEND CULTURES

14/AA,AN,TI/36 (Item 12 from file: 636)  
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03023979 Supplier Number: 46174196  
Seminars are becoming increasingly in vogue for trade conventions

14/AA,AN,TI/37 (Item 13 from file: 636)  
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02898077 Supplier Number: 45891791  
A 50% Gain In Ag Exports By 2000 Says USDA

14/AA,AN,TI/38 (Item 14 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02741587 Supplier Number: 45563209  
DSHEA IN THE SPOTLIGHT AT ALTERNATIVE MEDICINE MEETING

14/AA,AN,TI/39 (Item 15 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02467871 Supplier Number: 44942481  
FUTURE WILL SEE INCREASED RELATIONSHIP-BUILDING, STRATEGIC PLANNING

14/AA,AN,TI/40 (Item 16 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

02430986 Supplier Number: 44838461  
THE COMING SENIOR BOOM

14/AA,AN,TI/41 (Item 17 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

01945859 Supplier Number: 43436106  
Bicycle Shipments to Europe up 42% in Value Through Sept.

14/AA,AN,TI/42 (Item 18 from file: 636)  
DIALOG(R)File 636:(c) 2005 The Gale Group. All rts. reserv.

01015578 Supplier Number: 40355134  
Woodstove, Charcoal Production Program To Help Thailand Avoid Wood Shortages

14/AA,AN,TI/43 (Item 1 from file: 810)  
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0685823

K & V Information Systems announces U.S. marketing agreement with SAP America

14/AA,AN,TI/44 (Item 1 from file: 813)  
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1428535  
Datastream Announces Final Release of e-MRO(TM) for MP2(R) Professional for

Microsoft Access(TM) Database

14/AA,AN,TI/45 (Item 2 from file: 813)  
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1262267  
The Baan Company Expands its Advanced Planning and Scheduling Suite and  
Announces a Focused Business Unit

14/AA,AN,TI/46 (Item 3 from file: 813)  
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1191389  
American Bio Medica Appoints Winn Pollock as National Sales Manager

14/AA,AN,TI/47 (Item 4 from file: 813)  
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1176442  
Auto Supplier VITEC Signs on as Lead Tenant At Clark Street Technology Park  
Groundbreaking in Detroit

14/AA,AN,TI/48 (Item 5 from file: 813)  
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0904769  
LOUISE JALMA JOINS CHECK TECHNOLOGY CORPORATION AS VICE PRESIDENT,  
MARKETING

14/AA,AN,TI/49 (Item 6 from file: 813)  
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0653545  
HOLIDAY RETAIL SALES LIKELY TO IMPROVE AGAIN IN NEW YORK METRO AREA  
ACCORDING TO ANNUAL ARTHUR ANDERSON SURVEY

14/AA,AN,TI/50 (Item 7 from file: 813)  
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0382484  
CHRYSLER ANNOUNCES CHANGES IN SALES & MARKETING GROUP

14/AA,AN,TI/51 (Item 8 from file: 813)  
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0314134  
AMOCO OIL PRESIDENT CALLS ON SUPPLIERS AND MARKETERS TO WORK OUT INDUSTRY  
PROBLEMS WITHOUT HELP FROM CONGRESS

14/AA,AN,TI/52 (Item 9 from file: 813)  
DIALOG(R)File 813:(c) 1999 PR Newswire Association Inc. All rts. reserv.

0310629  
CHRYSLER ANNOUNCES MARKETING APPOINTMENTS

14/AA,AN,TI/53 (Item 10 from file: 813)

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0184129

CHRYSLER APPOINTS LIEBLER TO TOP COMMUNICATIONS POSITION

14/AA,AN,TI/54 (Item 11 from file: 813)

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0132796

NORMAN S. MATTHEWS TO JOIN BEST PRODUCTS AS VICE CHAIRMAN AND DIRECTOR

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File 635:Business Dateline(R) 1985-2005/Jan 01  
(c) 2005 ProQuest Info&Learning  
File 570:Gale Group MARS(R) 1984-2005/Jan 04  
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File 387:The Denver Post 1994-2005/Jan 03  
(c) 2005 Denver Post  
File 471:New York Times Fulltext 1980-2005/Jan 03  
(c) 2005 The New York Times  
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06  
(c) 2002 Phoenix Newspapers  
File 494:St LouisPost-Dispatch 1988-2004/Dec 30  
(c) 2005 St Louis Post-Dispatch  
File 498:Detroit Free Press 1987-2004/Dec 24  
(c) 2004 Detroit Free Press Inc.  
File 631:Boston Globe 1980-2004/Dec 31  
(c) 2005 Boston Globe  
File 633:Phil.Inquirer 1983-2004/Dec 31  
(c) 2005 Philadelphia Newspapers Inc  
File 638:Newsday/New York Newsday 1987-2005/Jan 01  
(c) 2005 Newsday Inc.  
File 640:San Francisco Chronicle 1988-2005/Jan 02  
(c) 2005 Chronicle Publ. Co.  
File 641:Rocky Mountain News Jun 1989-2004/Dec 31  
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File 702:Miami Herald 1983-2004/Dec 31  
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File 75:TGG Management Contents(R) 86-2004/Dec W1  
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File 990:NewsRoom Current Sep 1 -2005/Jan 03  
(c) 2005 The Dialog Corporation

Set	Items	Description
S1	15797573	COMMERCIAL OR BUSINESS?? OR INDUSTRY OR MARKET??? OR TRADE OR SALES OR RETAIL??? OR MARKETPLACE OR PRODUCT? ? OR CONSUME- R? ?
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S4 5758378 PROMOTION?? OR DISCOUNT? ? OR INCENTIVE? ? OR MARKDOWN? ? - OR MARK??()DOWN? ? OR REBATE? ? OR REFUND?? OR MONEYBACK OR MONEY() (BACK OR OFF) OR BONUS?? OR FREE OR (CUT OR LOWER?? OR - REDUC? OR HALF) () PRICE? ? OR MERCHANDISING

S5 14581632 PROPOS?? OR PLAN? ? OR PLANN??? OR SCHEME? ? OR CONCEPT? ? OR IDEA? ? OR STRATEG??? OR SUGGEST??? OR CONTEMPLAT?? OR INTENDED OR INTENTION

S6 1266433 S1(3N)S2

S7 94308 S3(10N)S6

S8 251011 S4(5N)S5

S9 286 S7(S)S8

S10 72037 S3(7N)S6

S11 179269 S4(3N)S5

~~S12 185 S10(S)S11~~

S13 62 S10(10N)S11

S14 38 S13 NOT PY>2000

S15 38 S14 NOT PD=20001116:20050228

S16 37 RD (unique items)

16/3,K/9 (Item 3 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2005 The Gale Group. All rts. reserv.

01710114 Supplier Number: 53449467 (USE FORMAT 7 FOR FULLTEXT)  
**The effects of framing price promotion messages on consumers' perceptions and purchase intentions. (Special Issue: Research Perspectives on Retail Pricing)**

Chen, Shih-Fen S.; Monroe, Kent B.; Lou, Yung-Chien  
Journal of Retailing, v74, n3, p353(2)  
Fall, 1998  
ISSN: 0022-4359  
Language: English Record Type: Fulltext  
Document Type: Magazine/Journal; Trade  
Word Count: 8778

... subjects' purchase intentions confirming this attitude-to-intention gap.

Implications of the Research

Coupons versus Discount Promotions

As suggested by previous research, marketers can use coupon promotions as a strategy of price discrimination because only price-sensitive buyers are willing to expend extra efforts to...

16/3,K/13 (Item 7 from file: 570)  
DIALOG(R)File 570:Gale Group MARS(R)  
(c) 2005 The Gale Group. All rts. reserv.

01444602 Supplier Number: 44805302  
**AUTOMATION: Grocery Makers Need Top-Shelf Info Technology**  
Sales & Marketing Management, v0, n0, p22  
July, 1994  
ISSN: 0163-7517  
Language: English Record Type: Abstract  
Document Type: Magazine/Journal; Trade

ABSTRACT:

...10-15-years-old. The industry's information technology strategy should focus more on effective market analysis, demand forecasting, and promotion planning.

16/3,K/16 (Item 1 from file: 471)  
DIALOG(R)File 471:New York Times Fulltext 1980-2005/Jan 03  
(c) 2005 The New York Times. All rts. reserv.

02692424 NYT Sequence Number: 482811931205 (USE FORMAT 7 FOR FULLTEXT)  
**Consumers Respond to Promotions**  
New York Times, Late Edition - Final ED, COL 1, P 13  
Sunday December 5 1993  
DOCUMENT TYPE: Newspaper; Letter LANGUAGE: English RECORD TYPE:  
Fulltext SECTION HEADING: SECT3  
Word Count: 214

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...fed up" with promotions ("Those Mind-Boggling Promotions," Nov. 14). The only facts cited, a study of marketing spending patterns, suggest otherwise: promotions continue to claim larger percentages of marketing budgets.

16/3,K/24 (Item 1 from file: 13)

DIALOG(R)File 13:BAMP  
(c) 2005 The Gale Group. All rts. reserv.

1099744 Supplier Number: 01708366 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Technology Applications: Merchandising And Supply Chain Are Top I/T Targets**  
(Top technical merchandising applications for retailers are merchandise planning, forecasting, and promotion planning)  
Chain Store Age Retail I.T. Supplement, p 22-23  
October 1998  
DOCUMENT TYPE: Journal ISSN: 0193-1199 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 1013

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...technology deployment is being planned by more than 40% of respondents for the following areas: **forecasting** (52%), **promotion planning** and measurement (50%), **product profitability analysis** (42%), vendor analysis (45%), and merchandise planning (42%). The three supply chain activities that are...

16/3,K/25 (Item 2 from file: 13)  
DIALOG(R)File 13:BAMP  
(c) 2005 The Gale Group. All rts. reserv.

1061919 Supplier Number: 01192346  
**Decision enabling in the retail information revolution**  
(Most retailers agree that the long-term payback they expect from data warehousing will dwarf the payback achieved to date, despite its already impressive returns)  
Article Author(s): Sharma, Ravi  
Canadian Manager, v 22, n 3, p 17  
Fall 1997  
DOCUMENT TYPE: Journal ISSN: 0045-5146 (Canada)  
LANGUAGE: English RECORD TYPE: Abstract

ABSTRACT:

...accessible, but more importantly, they provide businesses gains in the following areas: item-by-item **sales analysis**; vendor pricing and performance analysis; **forecasting** and management; strategically **planned promotions**; and purchase tracking. To date, retailers are already planning to develop a number of innovations...

16/3,K/26 (Item 3 from file: 13)  
DIALOG(R)File 13:BAMP  
(c) 2005 The Gale Group. All rts. reserv.

1036797 Supplier Number: 00961242 (USE FORMAT 7 OR 9 FOR FULLTEXT)  
**Top Sources for Market Research Reports**  
(Looking for market research reports is comparatively easy using different hosts; Internet search engines not usually the best approach)  
Article Author(s): Ojala, Marydee  
Online User, v 3, n 2, p 14-9  
March 1997  
DOCUMENT TYPE: Journal; Guideline ISSN: 0276-8593 (United States)  
LANGUAGE: English RECORD TYPE: Fulltext; Abstract  
WORD COUNT: 2722

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...data for competitors.

Following those topics, market research professionals find interesting economic statistics and business **trends**, industry structure, **consumer trends** and demographics, **research** and development **trends** and expenditure, regulatory matters, sales by distribution channel, advertising and **promotional strategies** and spending, and international market size and growth potential.

As you can see, there's...

16/3,K/28 (Item 2 from file: 75)  
DIALOG(R)File 75:TGG Management Contents(R)  
(c) 2004 The Gale Group. All rts. reserv.

00228001 SUPPLIER NUMBER: 57786882 (USE FORMAT 7 FOR FULL TEXT)  
**Timing of Seasonal Sales.**  
Courty, Pascal; Li, Hao  
The Journal of Business, 72, 4, 545  
Oct, 1999  
ISSN: 0021-9398 LANGUAGE: English RECORD TYPE: Fulltext  
WORD COUNT: 13542 LINE COUNT: 01071

... other factors (e.g., fashion premium) that may also affect the importance of fashion to **consumers**. Moreover, we explicitly **model** timing of **sales** with a simple **demand** structure of fashionable consumers and **discount** consumers. The **idea** of **discount** market is also crucial for our analysis of competitive timing of sales.

We have made...

16/3,K/37 (Item 11 from file: 75)  
DIALOG(R)File 75:TGG Management Contents(R)  
(c) 2004 The Gale Group. All rts. reserv.

00114911 SUPPLIER NUMBER: 04729680  
**Relating the brand use profile of coupon redeemers to brand and coupon characteristics.**  
Neslin, Scott A.; Clarke, Darral G.  
Journal of Advertising Research, v27, n1, p23(10)  
Feb-March, 1987  
ISSN: 0021-8499 LANGUAGE: English RECORD TYPE: Abstract

...ABSTRACT: coupon quality to usage, and (3) brand quality to coupon usage should enable management to **plan** superior coupon **promotions** for **retail trade** items. **Previous research** is reviewed, and a field experiment is described. The field experiment compares a direct-mail...

16/AA,AN,TI/1 (Item 1 from file: 635)  
DIALOG(R)File 635:(c) 2005 ProQuest Info&Learning. All rts. reserv.

50803604

Sunbeam still recovering from 'Chainsaw Al'

16/AA,AN,TI/2 (Item 2 from file: 635)  
DIALOG(R)File 635:(c) 2005 ProQuest Info&Learning. All rts. reserv.

99-20282

Gottschalks sees another year of gains Company expects to beat last year's figures, despite suffering a blow from weather.

16/AA,AN,TI/3 (Item 3 from file: 635)  
DIALOG(R)File 635:(c) 2005 ProQuest Info&Learning. All rts. reserv.

96-68251

K&V Information Systems ships SALESmanager 4.0

16/AA,AN,TI/4 (Item 4 from file: 635)  
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95-20088

ASU grad students offer consulting

16/AA,AN,TI/5 (Item 5 from file: 635)  
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94-42112

Strategic Mapping redefines lifestyle segmentation with introduction of new system

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89-35954

Ben Franklin Spruces Up Image for Possible Buyout

16/AA,AN,TI/7 (Item 1 from file: 570)  
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01743548 Supplier Number: 54338763  
NCR Corp.

16/AA,AN,TI/8 (Item 2 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.

01714654 Supplier Number: 53889317  
Rethinking convenience: making it efficient for the consumer to shop emphasizes merchandising.

16/AA,AN,TI/9 (Item 3 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.

01710114 Supplier Number: 53449467  
The effects of framing price promotion messages on consumers' perceptions and purchase intentions. (Special Issue: Research Perspectives on Retail

Pricing)

16/AA,AN,TI/10 (Item 4 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.  
01707174 Supplier Number: 53386044  
Cornering the Online Market.

16/AA,AN,TI/11 (Item 5 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.  
01588112 Supplier Number: 46935353  
Spotlight On Children's Research: Understanding Youth And Children's Market  
Research

16/AA,AN,TI/12 (Item 6 from file: 570)  
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01520578 Supplier Number: 45946757  
Cool Yule Seen for Home Goods

16/AA,AN,TI/13 (Item 7 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.  
01444602 Supplier Number: 44805302  
AUTOMATION: Grocery Makers Need Top-Shelf Info Technology

16/AA,AN,TI/14 (Item 8 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.  
01441549 Supplier Number: 44771388  
Cyber Trust: Will It Work?

16/AA,AN,TI/15 (Item 9 from file: 570)  
DIALOG(R)File 570:(c) 2005 The Gale Group. All rts. reserv.  
01147762 Supplier Number: 41655632  
Sharpshooting Marketeer: Targeting dealer markets via computer makes the  
shotgun approach old hat

16/AA,AN,TI/16 (Item 1 from file: 471)  
DIALOG(R)File 471:(c) 2005 The New York Times. All rts. reserv.  
02692424 NYT Sequence Number: 482811931205  
Consumers Respond to Promotions

16/AA,AN,TI/17 (Item 1 from file: 492)  
DIALOG(R)File 492:(c) 2002 Phoenix Newspapers. All rts. reserv.  
08019116  
ASU GRAD STUDENTS OFFER CONSULTING MASTER'S DEGREE HOPEFULS SEEK EXPERIENCE  
SERVING MOSTLY SMALL FIRMS

16/AA,AN,TI/18 (Item 1 from file: 631)  
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05071138

SHOPPING SEASON OFF TO A STRONG START

16/AA,AN,TI/19 (Item 1 from file: 633)

DIALOG(R)File 633:(c) 2005 Philadelphia Newspapers Inc. All rts. reserv.

06790154

LIFE AFTER MAC CARDS: HERE COME 'SMART CARDS' IT'S PLASTIC 'CASH.' USERS  
PAY TO ADD VALUE TO THE CARD.

16/AA,AN,TI/20 (Item 1 from file: 640)

DIALOG(R)File 640:(c) 2005 Chronicle Publ. Co. All rts. reserv.

07106096

WELLS FARGO OFFERS HOME BUYING TWIST NEW CREDIT CARD HELPS PAY CLOSING  
COSTS

16/AA,AN,TI/21 (Item 1 from file: 702)

DIALOG(R)File 702:(c) 2005 The Miami Herald Publishing Co. All rts. reserv.

06095496

HOW PINEAPPLE, CUT-FLOWER INDUSTRIES CAME UP SHORT

16/AA,AN,TI/22 (Item 2 from file: 702)

DIALOG(R)File 702:(c) 2005 The Miami Herald Publishing Co. All rts. reserv.

02082330

REAL ESTATE FIRM TO BUILD OFFICES IN DEERFIELD

16/AA,AN,TI/23 (Item 1 from file: 476)

DIALOG(R)File 476:(c) 2005 Financial Times Ltd. All rts. reserv.

B05KOAYADHFT

United Biscuits Reorganises / Food company announces new management  
structure

16/AA,AN,TI/24 (Item 1 from file: 13)

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1099744 Supplier Number: 01708366

Technology Applications: Merchandising And Supply Chain Are Top I/T Targets

16/AA,AN,TI/25 (Item 2 from file: 13)

DIALOG(R)File 13:(c) 2005 The Gale Group. All rts. reserv.

1061919 Supplier Number: 01192346

Decision enabling in the retail information revolution

16/AA,AN,TI/26 (Item 3 from file: 13)

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1036797 Supplier Number: 00961242

Top Sources for Market Research Reports

16/AA,AN,TI/27 (Item 1 from file: 75)  
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00243173 SUPPLIER NUMBER: 65022063  
Bank Marketing Course Available for Students to Take Online. (Brief Article)

16/AA,AN,TI/28 (Item 2 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.

00228001 SUPPLIER NUMBER: 57786882  
Timing of Seasonal Sales.

16/AA,AN,TI/29 (Item 3 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.

00217101 SUPPLIER NUMBER: 21046797  
An international review of sponsorship research.

16/AA,AN,TI/30 (Item 4 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.  
00192734 SUPPLIER NUMBER: 18660732  
Internal customers and internal suppliers. (includes appendix)

16/AA,AN,TI/31 (Item 5 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.  
00176392 SUPPLIER NUMBER: 15639313  
The prisoners's dilemma and the role of information in setting advertising budgets.

16/AA,AN,TI/32 (Item 6 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.  
00172595 SUPPLIER NUMBER: 15312587  
Inductive inference and replications: a Bayesian perspective.

16/AA,AN,TI/33 (Item 7 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.  
00145096 SUPPLIER NUMBER: 11041400  
Software directory update. (directory)

16/AA,AN,TI/34 (Item 8 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.  
00131161 SUPPLIER NUMBER: 07173934  
Many agree research terms differ, few agree on how. (Marketing News survey) (column)

16/AA,AN,TI/35 (Item 9 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.  
00131151 SUPPLIER NUMBER: 07585569  
1989 Marketing News directory of software for marketing.



16/AA,AN,TI/36 (Item 10 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.

00128961 SUPPLIER NUMBER: 07189780  
Developing leaders for the global enterprise.

16/AA,AN,TI/37 (Item 11 from file: 75)  
DIALOG(R)File 75:(c) 2004 The Gale Group. All rts. reserv.

00114911 SUPPLIER NUMBER: 04729680  
Relating the brand use profile of coupon redeemers to brand and coupon  
characteristics.

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L8 196 S L4(5A)L5  
L9 0 S L7(P)L8  
L10 0 S L7 AND L8  
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L12 5086 S L1 AND (L2 OR L3)  
L13 3 S L4 AND L5 AND L12

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AN 78:41047 CONFSCI  
DN 78083727  
TI Marginal utility **analysis** for **promotion**  
**planning** on **consumer** packaged goods.  
AU Robinson, J.O.  
CS Lever Bros Co, New York, NY 10022.  
SO Abstracts (Eng) in "TIMS/ORSA Bulletin," Feb 78, \$5: P.A. Demetriou,  
Celanese Corp., 522 Fifth Ave., New York, NY 10022..  
Meeting Info.: Joint National TIMS/ORSA Meeting (782 1047). New York, New  
York. 1-3 May 78. The Institute of Management Sciences; Operations  
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FS DCCP  
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1. **PromoCast trademark: A New Forecasting Method for Promotion Planning**  
 Lee G. Cooper; Penny Baron; Wayne Levy; Michael Swisher; Paris Gogos  
*Marketing Science*, Vol. 18, No. 3, Special Issue on Managerial Decision Making. (1999), pp. 301-316.  
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2. **28th Annual Conference of the O. R. Society. Abstracts. University of Kent at Canterbury, 9-12 September 1986**  
 Val Belton  
*The Journal of the Operational Research Society*, Vol. 37, No. 12. (Dec., 1986), pp. 1139-1195.  
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3. **Commercial Use of UPC Scanner Data: Industry and Academic Perspectives**  
 Randolph E. Bucklin; Sunil Gupta  
*Marketing Science*, Vol. 18, No. 3, Special Issue on Managerial Decision Making. (1999), pp. 247-273.  
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4. **Slotting Allowances and New Product Introductions**  
 Martin A. Lariviere; V. Padmanabhan  
*Marketing Science*, Vol. 16, No. 2. (1997), pp. 112-128.  
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<http://links.jstor.org/sici?sici=0732-2399%281997%2916%3A2%3C112%3ASAAN>  
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5. **State Government Promotion of Manufacturing Exports: A Gap Analysis**  
 Masaaki Kotabe; Michael R. Czinkota  
*Journal of International Business Studies*, Vol. 23, No. 4. (4th Qtr., 1992), pp. 637-658.

- Stable URL:  
<http://links.jstor.org/sici?sici=0047-2506%28199234%2923%3A4%3C637%3ASGP>  
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6. **27th Annual Conference of the O.R. Society. Abstracts. University of Durham, 10-13 September 1985**  
 Bob Miles  
*The Journal of the Operational Research Society*, Vol. 36, No. 12. (Dec., 1985), pp. 1133-1187.  
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<http://links.jstor.org/sici?sici=0160-5682%28198512%2936%3A12%3C1133%3A2>  
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7. **A Hybrid Decomposition Method for Integrating Coal Supply and Demand Models**  
 Jeremy F. Shapiro; David E. White  
*Operations Research*, Vol. 30, No. 5. (Sep. - Oct., 1982), pp. 887-906.  
 Stable URL:  
<http://links.jstor.org/sici?sici=0030-364X%28198209%2F10%2930%3A5%3C887%3A2>  
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8. **Operational Research Society Conference. Abstracts. University of Sussex, 8-11 September 1981**  
*The Journal of the Operational Research Society*, Vol. 32, No. 12. (Dec., 1981), pp. 1077-1141.  
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<http://links.jstor.org/sici?sici=0160-5682%28198112%2932%3A12%3C1077%3AO>  
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9. **News: A Decision-Oriented Model for New Product Analysis and Forecasting**  
 Lewis G. Pringle; R. Dale Wilson; Edward I. Brody  
*Marketing Science*, Vol. 1, No. 1. (Winter, 1982), pp. 1-29.  
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<http://links.jstor.org/sici?sici=0732-2399%28198224%291%3A1%3C1%3ANADM>  
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10. **A Choice-Based Approach to the Diffusion of a Service: Forecasting Fax Penetration by Market Segments**  
 S. Weerahandi; S. R. Dalal  
*Marketing Science*, Vol. 11, No. 1. (Winter, 1992), pp. 39-53.  
 Stable URL:  
<http://links.jstor.org/sici?sici=0732-2399%28199224%2911%3A1%3C39%3AACA>  
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11. **Consumer Product Export Opportunities to Liberalizing LDCs a Life-Cycle Approach**  
 Kate Gillespie; Dana Alden  
*Journal of International Business Studies*, Vol. 20, No. 1. (Spring, 1989), pp. 93-112.  
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